



PRESS RELEASE



For Immediate Release

**SUNDANCE CHANNEL ANNOUNCES SECOND ANNUAL USER-GENERATED
ECO-CONTEST “WHAT’S THE BIG IDEA?”**

Participants Submit “Big Ideas” To Green The Planet

Contest Begins April 1, 2008

New York, March 28, 2008 – Sundance Channel invites consumers to share their inspired eco-solutions in the second annual national contest entitled "What's The Big Idea?" presented by Lexus Hybrid Living. The contest, in which consumers submit a short film or photo essay demonstrating how they work green, play green, eat green or live green, helps to kick off season two of Sundance Channel's original series "Big Ideas for a Small Planet," which launches on April 1 as part of *THE GREEN*, Sundance Channel's weekly destination focusing on environmental topics. The winner will be awarded a cash prize of \$10,000 to help make their "Big Idea" a reality, as well as a home energy assessment by Current Energy – creator of the world's first energy efficiency store™ – which appears on season two of "Big Ideas for a Small Planet." Four runners up will receive a Sundance Channel Green VIP Bag.

Current Energy is a comprehensive energy efficiency resource that helps commercial and residential customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company is featured on "Big ideas for a Small Planet: Gadgets," airing on June 17.

Contestants will submit their one-minute short film or photo essay featuring their "Big Idea" via sundancechannel.com/bigideascontest between April 1 and May 20. Sundance Channel will select the top 25 entries to be viewed and voted on by users between May 27 and June 24. The five proposals to receive the most votes will be reviewed by a panel of environmental experts who will pick the winner. Pieces will be judged on creativity, overall theme, feasibility and presentation. The winner will be announced the week of July 7.

THE GREEN presents a lively mix of original series, documentary premieres and interstitial series about the earth's ecology which provide viewers with ideas on how to work green, play green, eat green, dress green and live green. Its documentary presentations survey a broad scope of eco-related topics, from climate change and energy to design, fashion and architecture. *THE GREEN* airs every Tuesday night at 9pm et/pt.

About Sundance Channel

Under the creative direction of Robert Redford, Sundance Channel is the television destination for independent-minded viewers seeking something different. Bold, uncompromising and irreverent, Sundance Channel offers audiences a diverse and engaging selection of films, documentaries, and original programs, all unedited and commercial free. Launched in 1996, Sundance Channel is a venture of NBC Universal, CBS and Robert Redford. Sundance Channel operates independently of the non-profit Sundance Institute and the Sundance Film Festival, but shares the overall

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Sundance mission of encouraging artistic freedom of expression. Sundance Channel’s website address is www.sundancechannel.com.

About Current Energy

Current Energy, headquartered in Dallas, is a one-stop comprehensive resource for energy efficiency solutions. Current Energy helps residential and commercial customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company was founded in 2001, anticipating the impact that energy deregulation would have on companies. Since then, the company has grown to include two divisions – Current Energy Commercial and Current Energy Residential, which operates the world’s first energy efficiency store™. Current Energy was recognized by the U.S. Department of Energy in the fall of 2007 with an Energy Innovators Award. For more information, visit www.currentenergy.com.

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