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HERE MEDIA LAUNCHES COMPREHENSIVE HIV AWARENESS CAMPAIGN

Leading LGBT media company and acclaimed Dr. Frank Spinelli partner with HealthyWithHIV.com for new full-scale educational initiative

October 1, 2009 (NEW YORK) - Here Media and HealthyWithHIV.com announced a new partnership today that creates a robust initiative combining in-book, online, and email promotions to encourage living healthy with HIV. The campaign begins Tuesday, September 15th, and includes an online video series titled "Ask the Doctor," featuring popular doctor, author and health expert Dr. Frank Spinelli (*The Advocate Guide to Gay Men's Health and Wellness*).

In addition to "Ask the Doctor," the campaign's digital component consists of online content, which promotes HIV medication adherence and living a healthy lifestyle. In addition, the campaign features an online community forum with a specialized question and answer section addressing specific concerns about the disease, as well as weekly columns by Dr. Spinelli focusing on everything from drug tolerability to holistic care.

Dr. Spinelli's "Ask the Doctor" video segment can be accessed through Advocate.com's Health & Wellness channel. Each episode addresses current and relevant issues affecting the modern gay male. Subjects to be discussed include tolerability, treatment options, finding proper support networks after being diagnosed with HIV, locating a healthcare provider you can trust, navigating the dating world as an HIV-Positive male, fitness and supplements and much more.

An in-book promotional page will be featured in the November issue of *The Advocate* and HealthyWithHIV.com will sponsor both *The Advocate* and sister publication *Out* magazine's bi-weekly email newsletters. In addition, online banner ads will run on Advocate.com, Out.com, HIVPlus.com and Gay.com. Capping off the digital campaign will be a virtual HIV/AIDS chat room, also hosted by Dr. Spinelli, on Advocate.com.

The partnership occurs while HIV pandemic remains a paramount concern to the LGBT community. According to the Centers for Disease Control and Prevention, there was a 26% increase from 2004 to 2007 in estimated annual HIV diagnoses among men who have sex with men (MSM)—11% more than the national average. HIV diagnoses among MSM increased all four years of the analysis, with the largest increase coming in 2007.

“I am honored to be a part of a new initiative that helps to promote health and wellness for people living with HIV,” said Dr. Spinelli. “It is imperative that we are all fully aware of what steps can be taken in order to live our best, most dynamic lives, regardless of our HIV-status. We hope to inform, enlighten and entertain our audience in a way that helps them achieve a balanced and healthy lifestyle.”

To view Dr. Frank Spinelli’s “Ask the Doctor” video series, please go to www.advocate.com/askthedoctor. For more information about HIV-awareness and medication adherence, please visit HealthyWithHIV.com.

About Here Media

Here Media Inc. produces and distributes niche content across all platforms worldwide. Here Media’s iconic brands distribute gay media and world cinema programming with universal, humanistic appeal. Its distribution platforms include theaters, television, VOD, broadband, online, print and mobile. It earns subscription, advertising and licensing revenue from its award-winning content.

Here Media owns and operates a variety of media assets including:

- Here Studios, a full service motion picture studio.
- Here Films, a motion picture distribution company.
- here! Networks, a premium television network featuring programming that appeals to a gay and lesbian audience airing in 96 of the top 100 US markets, including every top 10 market.
- Iconic print brands including Out, Advocate and HIV Plus, as well as Alyson Books.
- Online properties including Gay.com, Planetout.com, Advocate.com, Out.com, OutTraveler.com and SheWired.com which provide broadband video and social networking.

Paul Colichman is Chief Executive Officer of Here Media and Stephen P. Jarchow is Chairman. Together, they have produced and/or distributed over 200 motion pictures including Academy Award® winners “Gods and Monsters” and “Departures.”

Forward-Looking Statements

In addition to the historical information contained herein, this press release contains forward-looking statements, including statements regarding Here Media's plans to launch new technologies and user experiences, as well as statements containing the words "believes," "anticipates," "expects," and similar words. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to differ materially from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the limited operating history and variability of operating results; ability to achieve its operating plan; competition; timing and success of product launches; success of marketing efforts; and dependence on technology infrastructure, cable and satellite operators and the Internet. Additional information concerning factors that could affect Here Media's future business and financial results is included in Here Media's public filings filed from time to time with the SEC, which are available at the SEC's website at www.sec.gov.