



EARVIN “MAGIC” JOHNSON SET TO LAUNCH ASPIRE A NEW AFRICAN-AMERICAN NETWORK

Partners with GMC TV

Los Angeles, CA – February 21, 2012 – Entrepreneur and NBA Hall Of Famer Earvin “Magic” Johnson is set to launch ASPIRE, a new African-American network designed to entertain, inform and inspire through a diverse slate of original and acquired programming in the categories of movies, documentaries, short films, music, comedy, visual and performing arts and faith and inspirational programs.

Johnson, Chairman of ASPIRE, was awarded one of the first four, new and minority owned and operated independent networks by Comcast. The network, partnered with GMC TV, is set to go live in June 2012 and will be headquartered in Atlanta, where it will undoubtedly be the next platform for aspiring African-American writers, directors, producers, actors and leaders.

“We are excited to be adding ASPIRE to our rich line-up of programming and look forward to its dynamic content designed to entertain and educate viewers,” said David Jensen, Vice President of Content Acquisition at Comcast. “Magic Johnson and GMC TV have brought together their impressive set of skills to create a network with an enduring focus on delivering quality programming that positively resonates with ethnically diverse communities.”

Charles Humbard, President and CEO, GMC TV, said, “ASPIRE will be dedicated to shining a light on the successes, achievements and accomplishments of the African-American community. The concept of an uplifting, positive programming environment is one that we at GMC know very well, and we are proud to be partnering with Earvin ‘Magic’ Johnson to build the ASPIRE brand among distributors and advertisers.”

Johnson added, “ASPIRE will be a network that encourages and challenges African-Americans to reach for their dreams. Launching ASPIRE is an amazing accomplishment, but I am most proud of the opportunities it will create for African-Americans in front of and behind the camera. ASPIRE will allow us to continue to make a great impact in the urban community and beyond.”

About Magic Johnson Enterprises

Magic Johnson Enterprises acts as a catalyst for driving unparalleled business results for its partners and fosters community/economic empowerment by making available high-quality entertainment, products and services that answer the demands of ethnically diverse urban communities. For more information, visit <http://magicjohnson.com/enterprises/index.php>

About GMC

GMC (www.watchGMCTv.com) is America's favorite television channel for uplifting music and family entertainment. The Parents Television Council™ recently awarded its Entertainment Seal of Approval™ to GMC for being “an authentic family-friendly cable network.” GMC was the only television network to receive the highly coveted honor in 2010. GMC can be seen in more than 51 million homes on various cable systems around the country, as well as DISH Network on channel 188, DIRECTV on channel 338 and Verizon FiOS on channel 224. Follow GMC TV on Facebook and Twitter at <http://facebook.com/gmctv> and @gmctv or <http://twitter.com/gmctv>

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Media Contacts:

Eric Holoman

310-246-6140

eholoman@magicjent.com

Bailey Brown

310-246-6154

bbrown@magicjent.com

Chelsye Burrows

770-692-4559

cburrows@gmctv.tv