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**Overall Ratings Share for Episode 3 beats out Austin City Limits in its time slot.
Music Show Audience Trending Up with close to 13,000 Households as of Jun-02**

**Music@ThePalestra.com; a must-see Music Show For Fans Of Today's Indie Music
On FOX 28TV Columbus, OH**

**Next On: Music@ThePalestra Covers The Blues with Special Guests
Big George Brock, Squirrel Nut Zippers, Memphis Jones**

Columbus, OH (June 08, 2007) Music@ThePalestra.com, a must-see music show for fans of today's Independent Music scene on FOX 28TV Columbus, OH sees overall ratings rise nicely. Episode One debuted to almost 10,000 households coming in 3rd behind SNL in the time slot. Episode 3 sees the show grow in households and overall market share beating out long-standing music show Austin City Limits.

Designed to highlight the best in today's independent pop and rock music, the show features up-and-coming recording artists in a variety of performance settings; including live to tape. The show is packaged as a double-run with Fox28 and MyNetworkTV. MyNetwork can be viewed locally on Time-Warner Cable Channel 92 (WSYX-DT) and Wide Open West Cable Channel 141. The program launched with the regional independent Pepsi bottler--G&J Pepsi-Cola Bottling—as underwriter.

Coming up on June 23: The Blues Show. Blues Legend "Big" George Brock. Big George learned to play the blues at the knee of his mentor and friend, Muddy Waters. In addition to his music, his talent for storytelling is impressive – Big George talks about the day he beat boxing champ Sonny Liston and the day he beat, a bear. Squirrel Nut Zippers band member Jimbo Mathus allowed ThePalestra reporters to hang out for the day in the studio as he recorded tracks for an upcoming traditional blues release. Lastly, bluesman Memphis Jones took ThePalestra on a guided tour of Memphis music city, including an exciting hour or two at legendary Stax Studios. Set your Tivo.

ThePalestra.com Gig Guide music staff has assembled and confirmed an impressively diverse collection of artists for the "Music@ThePalestra.com" TV show. The series premier boasts high-energy live performances from Boston-based band The Eclectic Collective, Dew Music Circuit sonically cinematic Lovedrug, legendary Memphis Blues sideman Herman Green and Ohio State University trip-beauty duo The Receiver. The live show captures each band's unique musicality and equally compelling visceral qualities. The end result is lush, rich orchestration.

Produced by ThePalestra.com, an innovative web and wireless community creating and delivering broadcast quality sports, music, fashion and entertainment content, all from a specifically college campus point of view.

ABOUT ThePalestra.com

ThePalestra.com is a go-to portal for teens and young adults who follow college culture. It's where students go

for a fresh perspective on campus trends; it's where they go to sample streaming audio and video content broadcast from colleges coast to coast. Student reporters on more than 60 American campuses – from Akron to Northwestern to Yale - are chosen to represent their schools on camera. At its' core, ThePalestra.com is a network of paid, student reporters and contributing editors-at-large who collect, produce, package, and deliver broadcast quality cultural segments. It's the Disney Channel for students. It's a blend of traditional media and YouTube.

Experienced Producers in the home office at The Business and Technology Center on the campus of Ohio State University in Columbus, OH supervise, select and upload the final product. ThePalestra.com blends "old school" journalism with citizen journalism. If you are a student athlete, artsy, musician, linguist, techie or even a comedian, it's the perfect place to keep pace with all things American College Campus trendy.

www.ThePalestra.com content is also broadcast via CNN.com and throughout the CNN distribution system including handheld devices.

Student reporters are chosen for their professionalism and commitment to quality journalism. They are dedicated, bright and ambitious. They are chosen for their ability to translate news from a college perspective to a wider audience. They are the next generation of broadcast television talent.

This innovative web and wireless community is the home of Gig Guide, Dining With Dawn, The Look, Palestra Music, Cost on Campus and much more.

Pa·les·tra – from Greek meaning "a public place for training and practice."

www.ThePalestra.com

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