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Historical Native American channel launches in Southern California

SAN BERNARDINO, Calif. – The first Native American TV channel in the United States went on the air September 25 with the launch of FNX: First Nations Experience Television. FNX is a new multimedia platform featuring authentic voices and stories reflecting the reality of the Native American experience and that of indigenous peoples worldwide. FNX is a 24/7 high definition (HD) multi-platform digital media vehicle created through a partnership between the San Manuel Band of Mission Indians and KVCR, a PBS member station located in California's Inland Empire.

"This marks the birth of an innovative project that has been in the works for 7 years now," said Larry Cicalone, President/CEO of KVCR/FNX. "The FNX Channel launched at 7:00 p.m. in Southern California on KVCR 24.2 digital. It is a TV channel dedicated to the Native American experience and the first of its kind in the nation. We developed this concept with our founding partner, San Manuel Band of Serrano Mission Indians. KVCR is pleased to offer this experience to Southern California viewers and will launch the channel nationally next year."

FNX launched in Southern California, the second largest market in the United States, with a potential audience of 18 million viewers. Within one year, FNX plans to expand and lead the way as a producer (via the Internet and over-the air, satellite and cable broadcast systems) of authentic First Nations storytelling. Programs will include varying genres including documentaries, sports, feature film, drama series, news and comedy.

"Today, Indian Country can take pride in this first major step toward establishing a communications institution to secure a national and international presence utilizing the television medium – a communications medium that all Native and indigenous people can utilize to tell our stories about our cultures and history," said San Manuel Vice Chairwoman Lynn Valbuena.

As members of the World Indigenous Television Broadcast Network, FNX is the first multimedia venture in the United States created to accurately educate the general public about Native American realities.

"Native America is the foundation for our nation. Much of our culture, language, laws and place are based on traditional Native American cultures and practice," said Charles Fox, FNX Executive Director and Chief Operations Officer. "For the first time in our nation's history, there will be a place where all people can discover, appreciate and re-examine our common bond and shared values. That place is FNX: First Nations Experience."

Visit <http://fnx.org/> for more information.

For more on our partners, please visit
<http://www.sanmanuel-nsn.gov> and <http://kvcr.org>