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FX FAVORITE WINS GOLDEN GLOBE AWARDS

Mad Men is Recognized as Best Television Series, Drama in two consecutive years

South East Asia, 12 January 2009 – FX, the edgy new entertainment platform from FOX International Channels, which is credited with redefining television entertainment in Asia through cutting-edge programming, is proving that the bold programming approach resonates viewers the world over with its win in the 66th annual Golden Globe Awards on 11 January 2009 in the US.

FX and FOXCRIME programming line-ups received five nominations from the Hollywood Foreign Press Association®, winning Best Television Series, Drama for ***Mad Men***. The drama which staged the 60s advertising industry takes home the Golden Globe® Best Television Series in the drama category for two consecutive years.

In *Mad Men*, advertising agencies in 1960 were an all-powerful influence on the masses. Personal and professional manipulation and sexual exploits defined the workplace and closed the deals. The series revolves around the conflicted world of Don Draper (Jon Hamm), the biggest ad man in the business, and his colleagues at the high profile Sterling Cooper Advertising Agency; and depicts the roles of men and women in this era while exploring the true human nature beneath the guise of 1960 traditional family values.

“FX is delighted that *Mad Men* has received this well-deserved recognition in the Golden Globe Awards. We will continue to invest in high-calibre programmes and interactive experiences that deliver new and refreshing entertainment to our Asian audience,” says Sonia Jackson, Senior Vice President, Marketing, FOX International Channels Asia.

FX Shares Glory in Asia

The Golden Globe® winning is the latest in a series of accolades for FX. Rapidly winning over Asian audiences with its lineup of cutting-edge programming, the channel also recently took the top three spots in the Best of 2008 Awards in *Time Out Hong Kong Magazine: The Riches* won Best TV Series, with the 2009 Globe Globe® winning *Mad Men* claiming the runner-up prize, and *Californication* named second runner-up. In Singapore, *Mad Men* was the Editor’s Choice for Best TV Series in a *Straits Times* roundup of 2008.

The “Get Lucky! Chinese New Year Marathons” on FX and FOXCRIME in the Year of Ox



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Celebrating the Year of the Ox, FX and FOXCRIME brings viewers a special Chinese New Year programming marathon with the greatest hits including *Californication*, *Saving Grace*, *The Riches*, the latest Golden Globe® winning *Mad Men*, and various comedies. Viewers can enjoy back-to-back 3-hour blockbusters starting 9pm every night from 24 January to 28 January 2009.

The "Get Lucky! Chinese New Year Marathons" schedule on FX and FOXCRIME is as follows:

24 January (Saturday)	<i>Saving Grace</i> Episodes 03 – 05, the first season
25 January (Sunday)	<i>Fraiser</i> <i>Family Guy</i> <i>Peep Show</i>
26 January (Monday) 1 st day of Chinese New Year	<i>Californication</i> Episodes 07 – 12, the first season
27 January (Tuesday) 2 nd day of Chinese New Year	<i>The Riches</i> Episodes 10 – 12, the first season. The season finale will be airing at 11pm
28 January (Wednesday) 3 rd day of Chinese New Year	<i>Mad Men</i> * Episodes 11 – 13, the first season. The season finale will be airing at 11pm <small>*The Golden Globe® Best Television Series, Drama (2009)</small>

FX is available on StarHub TV channel 87 in Singapore, NOW TV Channel 524 in Hong Kong, SkyCable in the Philippines, True IPTV in Thailand.

FOXCRIME is available on StarHub TV channel 86 in Singapore, now TV Channel channel 523 in Hong Kong, SkyCable channel 50 in the Philippines, and True IPTV and TOPUP TV in Thailand. For more details, please visit <http://www.fxtvasia.com> and <http://www.foxcrimeasia.com>

About FOX International Channels

FOX International Channels (FIC), a unit on FOX Entertainment Group is the wholly-owned global pay-television subsidiary of News Corporation. FIC develops and distributes wholly and majority-owned television channels in all markets across



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Europe, Africa, Latin America, and Asia. With a stable of 20 channel brands, FIC broadcasts over 95 television services in 29 languages.

These networks and their related mobile, non-linear and high-definition extensions reach over 350 million subscribing households worldwide.

In Asia, FIC is represented by NGC Network Asia, LLC.

About FX

FX brings bold and edgier content for savvy male and female viewers in Asia who are looking for sophisticated entertainment. The cutting-edge programming, character-driven stories that resonate with discerning audience, humor and entertainment push existing TV entertainment standards to a new level. This versatile channel symbolizes an alternative lifestyle by extending this invigorating experience to the Internet with fxtvasia.com with a wide array of online activities, allowing viewers to completely immerse themselves in FX. FX broadcasts in Hong Kong, Singapore and the Philippines in Asia.

For more information (media only), please contact:

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