



Art | Basel | Miami Beach | 6-9 | Dec | 07

FOR IMMEDIATE RELEASE:

***A3 Network Announces 'Access Basel - The Insiders Guide'
New TV Broadcast During Art Basel Miami Beach 2007***

New Service For Visitors, Broadcasting Channel 19, From 9pm Daily Dec. 3rd - 9th

MIAMI, FL, Monday, October 8, 2007 — Miami Beach based lifestyle TV and Internet Network, **A3 (www.watchA3.com)** announced it has teamed up with Art Basel Miami Beach to launch a special week of programming from the worlds most important arts event.

'**Access Basel - The Insiders Guide**' will begin airing on **A3 The Night, Life & Style Network** on December 3rd from 9pm to midnight on Atlantic Broadband Cable Ch. 19 (Miami Beach) and WHDT Comcast Cable Ch. 17th (Palm Beach/West Palm). This groundbreaking week of TV broadcasts, developed with the full support of Art Basel Miami Beach, will feature product showcases and interviews with artists, buyers and the tastemakers that help make Art Basel Miami Beach one of the biggest events in South Florida.

"There is so much going during Art Basel Miami Beach that we have launched this project as new way for visitors and participants alike to see an informative and fun daily overview - we broadcast every night on channel 19 which is available in most hotel rooms so its easy to watch this insiders guide wherever your staying." said Andy Ruffell, CEO A3 The Night, Life & Style Network.

"After their outstanding coverage of Art Basel Miami Beach last year, we were very excited that **A3** decided to offer even more broadcast time for Art Basel Miami Beach 2007 - we fully support this project" said Robert Goodman, Florida Representative for Art Basel Miami Beach.

This special service will also be available anytime on A3 The Night, Life & Style Network 's online web TV experience, www.watcha3.com <<http://www.watcha3.com>>

Contact:andy.ruffell@a3tv.net
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About A3.

A3 The Night, Life & Style Network is America's first local lifestyle channel featuring nightlife, fashion, restaurants, real estate, entertainment news and high-energy music from major cities in the USA and around the world. A3 broadcasts on local TV channels from South Beach to Palm Beach to Naples and soon in New York and other major cities in the US. Our unique stylized programming format features cutting edge music, clubbing features, fashion stories, photo shoots and gig guides. Stylish and cool, A3 The Night, Life & Style Network is unlike any other program format in America.

About Art Basel Miami Beach

Art Basel Miami Beach takes place from December 6 - 9, 2007. The international art show in Miami Beach (Florida) is the American sister event of Art Basel in Switzerland, the most important annual art show worldwide for the past 37 years. Art Basel Miami Beach is a new type of cultural event, combining an international art show with an exciting program of special exhibitions, parties and crossover events including music, film, architecture and design. Exhibition sites are located in the city's beautiful Art Deco District, within walking distance of the beach and most hotels and restaurants.

An exclusive selection of 200 leading art galleries from North America, Latin America, Europe, Africa and Asia will exhibit 20th and 21st century art works by over 1500 artists. The exhibiting galleries are among the world's most respected art dealers. They will be showing exceptional works by both renowned established artists and cutting-edge newcomers. Special exhibitions will feature young galleries and video art. The show will be a vital source for discovering new developments in contemporary art and rare museum-caliber art works. Art collectors, artists, dealers, curators, critics and art enthusiasts from around the world will participate in the event. Top-quality exhibitions in the museums of South Florida and special programs for art collectors and curators, will make this art show a special place for encountering art and the art world - the favorite winter meeting place for the international art world.

Art Basel Miami Beach is the most important art show on the American continent and a cultural and social highlight of the Americas.

For more information on Art Basel Miami Beach please contact Robert Goodman, Florida Representative at floridaoffice@artbasel.com