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## **Apple iTunes Features New Line Television/Spike Series Blade on June 29**

NEW YORK (June 28, 2006) Apple iTunes will feature the two-hour pilot of the New Line Television series Blade the day after its premiere on the national cable network Spike, Wednesday, June 28 at 10 p.m. ET/PT.

“Now viewers can watch Blade any time,” says Jim Rosenthal, president of New Line Television. “We are excited to bring this action-adventure series to the iTunes audience and are confident they will come back for more at both Spike and iTunes.”

The two-hour premiere of Blade will be free to download on iTunes as of June 29. The following 11 episodes will be available on iTunes the day after they air on Spike for \$1.99 per episode. Blade, based on the Marvel vampire superhero, marks Spike’s first original scripted series. The Blade film trilogy grossed over \$400 million at the worldwide box office for New Line Cinema.

Blade stars Kirk “Sticky” Jones as the half-man, half-vampire title character who employs extraordinary powers in a crusade to save mankind from demonic creatures that walk the night. Blade’s mission takes him to Detroit, where, with the help of his ally Shen (Nelson Lee), he investigates the vampire House of Chthon. Along the way he forms an uneasy alliance with Krista Starr (Jill Wagner), a military veteran who becomes entrenched in the world of vampires while investigating the murder of her twin brother. Together they face deadly opponents from the House of Chthon, including the charismatic Marcus Van Sciver (Neil Jackson), and his loyal lieutenant Chase (Jessica Gower). For more information, visit [www.spiketv.com](http://www.spiketv.com).

### About New Line Television:

New Line Television is a division of New Line Cinema ([www.newline.com](http://www.newline.com)), the most successful independent film company in the world. The division develops, produces and distributes TV projects for the broadcast networks, cable and first-run syndication, as well as distributes New Line feature films across the television landscape. In addition to the production, marketing and

distribution of theatrical motion pictures, New Line Cinema has divisions devoted to home entertainment, music, theater, merchandising and international. A pioneer in franchise filmmaking, New Line's Oscar-winning The Lord of the Rings trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc.