



MASALA COMMUNICATIONS

Tel: 212-627-2522

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## SONY ENTERTAINMENT TELEVISION ASIA LAUNCHES ON SAN BRUNO MUNICIPAL CABLE TV IN CALIFORNIA

*Popular South Asian Serials, Blockbuster Movies, Game Shows,  
Local Events and Much More Available 24/7*

NOVEMBER 3, 2008, San Bruno, CA – San Bruno Municipal Cable TV has announced the launch of Sony Entertainment Television Asia's award-winning channels that offer viewers innovative and quality South Asian programming 24 hours a day to San Bruno Municipal Cable TV customers in the San Bruno, CA area.

SET Asia has become a household name for entertainment, bringing distinct and unique programs for every member of the family, from dramas, movies, reality shows, comedies, serials, talk shows, local events and game shows including:

**Kaante Ki Takkar:** Celebrities give stand up comedy a shot, creating hilarious results.

**Sansui Boogie Woogie:** The best of Boogie Woogie showcase their talents as well as their immense passion for dance in the most sizzling competition of their lives!

**Aathvaan Vachan:** Urmi is a problem child, a burden to everyone around, except her sister Manali who decides not to pursue a career or get married, but to take care of her sister Urmi.

**Hum Ladkiyan:** A new show depicting the story of four small town girls starting from their school days to their journey to marriage.

**Indian Idol:** The acclaimed, international talent search show, that has helped launch the musical careers of several winners, is now in its fourth successful season!

"Sony Entertainment Television Asia is a household name for entertainment around the world. We take pride in the fact that we offer a distinctive viewing alternative with wholesome entertainment for every member of the family. We are especially proud to bring this world-class channel to your corner of the world, via San Bruno Municipal Cable TV, in San Bruno, CA," said Rajan Singh, SET Asia's Executive Vice President of International Business.

“We are delighted to finally have Sony Entertainment Television Asia on our diverse lineup of over 300 cable television channels here in San Bruno, CA. We are pleased to be able to provide our South Asian customers with the best entertainment experience in their own language in the comfort of their homes,” said Tenzin Gyaltzen, San Bruno Cable Television Director.

SET Asia is now available to San Bruno Municipal Cable TV customers in the San Bruno, CA area on Channel 233\*.

### **About Sony Entertainment Television Asia**

Since its launch on the Indian subcontinent in 1995, Sony Entertainment Television (SET) has enjoyed rapid success, leading to the establishment of European, North American and African feeds known as SET Asia. SET and SET Asia are now available in over 150 countries. The channels offer their viewers a distinctive blend of entertainment programs twenty-four hours a day, including, soap operas, dramas, sitcoms, concerts, movies, and game shows.

### **About San Bruno Municipal Cable TV**

San Bruno Municipal Cable TV, an independent cable operation owned and operated by the City of San Bruno, California, has been serving the San Bruno community since 1971. San Bruno Cable offers a comprehensive suite of broadband services including cable television, High Speed Internet, Wi-Fi hotspots, digital phone and fiber leasing services over its state-of-the-art 750 MHz, fully interdicted, all-digital cable system.

\*International channels may only be added to any package or service that includes basic video service. International channels may be added individually or in advertised packages. The fees posted are monthly subscription rates. There are no additional upgrade fees for adding these channels.

[www.setasia.tv](http://www.setasia.tv)

[www.sanbrunocable.com](http://www.sanbrunocable.com)