



**NEW BOYZ, JORDIN SPARKS, NE-YO, SEAN KINGSTON, MARIO,  
THE DREAM AND A TRIBUTE TO MICHAEL JACKSON ALL  
FEATURED ON MUSIC CHOICE'S SIZZLING ORIGINAL  
PROGRAMMING SLATE FOR AUGUST**

***A SPECIAL TRIBUTE TO MICHAEL JACKSON FEATURED ON  
"THE CERTIFIED KING OF POP" EDITION OF THE MUSIC CHOICE ORIGINAL  
PROGRAM, CERTIFIED***

**New York, NY. – August 6, 2009** - Music Choice® announced today its Original programming slate for August, featuring a special edition of its hit Original program **CERTIFIED** memorializing Michael Jackson and 'Back to School' editions of **DEMANDED**. **CERTIFIED** (<http://www.musicchoice.com/certified>) is Music Choice On Demand's interactive Original program where the fans decide which featured artist is *Certified* by casting their vote online or by texting. **DEMANDED** (<http://www.musicchoice.com/demanded>) features the top music videos and exclusive interviews with the artists that are "Most Demanded" on Music Choice. New editions of the Originals premiere every two weeks on Music Choice On Demand in over 40 million homes nationwide. The August programming slate features -

**CERTIFIED** – “Who’s the Certified R&B Heavyweight – Ne-Yo vs. The Dream - August 3<sup>rd</sup> thru September 19<sup>th</sup> – Both artists are top in the R&B world right now, but only one can be music fans’ choice for Certified R&B Heavyweight

**DEMANDED** - Special ‘Back to School’ edition – August 10<sup>th</sup> thru September 26<sup>th</sup> – Tune-in to hear Mario and Sean Kingston reminisce about being home schooled, and watch the “Open Happiness” video featuring Cee-Lo, Travis McCoy from Gym Class Heroes, Patrick Stump from Fall Out Boy and many more popular artists.

**CERTIFIED** – Special Michael Jackson Tribute Edition - “The Certified King of Pop” - August 17<sup>th</sup> thru October 3<sup>rd</sup> – Tune-in to join the crowning of Michael Jackson as the Certified King of Pop.

**DEMANDED** – Special ‘Back to School’ edition – August 24<sup>th</sup> thru October 10<sup>th</sup> – Featuring the *Most Demanded* hip-hop duo New Boyz and Jordin Sparks sharing their High School highlights, while Cobra Starship, FLY and Hey Monday share their High School horrors.

**DEMANDED & CERTIFIED** are available for viewing by millions of music fans nationwide on Music Choice On Demand™, the most-popular video-on-demand music network, and Music Choice Online, the network’s free broadband music service.