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VETERAN AFFILIATE SALES AND MARKETING EXECUTIVE JOHN BAGHDASSARIAN JOINS ESCAPES NETWORK DISTRIBUTION EFFORT.

Hybrid Radio/Television Network looking to add new systems nationwide.

MONROE, MICHIGAN, August 28, 2011 – The **eScapes Network** announced today that they are engaging the services of veteran affiliate sales executive John Baghdassarian in their push to add to the distribution portfolio of the network. “John brings a skill set and rolodex of contacts with him that should open some doors up for us pretty quickly” said Jon Oswald, eScapes’ General Manager. “With over 14 years of distribution and startup success we’re extremely pleased to have a person of John’s experience and background on board to help in our efforts”.

Mr. Baghdassarian experience includes V.P. of Affiliate Sales and Marketing for ComStar Media; Regional V.P. of Affiliate Sales and Marketing with Rainbow Media whose products include AMC, IFC, Fuse, Bravo, WE; Regional Director, Affiliate Sales and Marketing for Comedy Central; Senior Regional Manager Affiliate Sales and Marketing for the Food Network.

“John was the right guy for us at the right time” said Robert Oklejas, Chairman of the Board of the eScapes Network. “I first met John when we are in Chicago for the Cable Show, he was quite taken by the concept of eScapes and at that point inquired about joining our effort”.

“eScapes is not a typical network” said Mr. Baghdassarian “the minute I saw the network I knew this was a project I wanted to be involved with. Given all of the content on the air today there is nothing like the eScapes Network” he continued “in many ways it reminds me of the Weather Channel; a concept so simple yet compelling many inside the industry overlooked it and the potential it presented”.

John will be working from offices in Los Angeles so as to be close to the players in the entertainment industry. “I can’t express how excited I am to be working with the people at the network. This concept of hybrid radio television is a real game changer and something people immediately gravitate to when they see it. It’s fantastic”.

Brilliant in concept and colors, scenery and music, eScapes is designed to engage and calm. Headquartered in Monroe, Michigan the network is available on Galaxy 16 providing programming content for cable MSOs, IPTV, DBS, Telco, D2s and TV Everywhere platforms. **For distribution information contact Jim Balistreri 734-241-4410 or james@eScapes.net**

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