INDEPENDENT COMEDY NETWORK PREMIERS SERIES THAT PARODIES NBC'S QUARTERLIFE

2/8 Life Is A Smarter, Funnier Approach To Today's Twenty-Somethings

SANTA MONICA, CA – February 22, 2008: The Independent Comedy Network (www.icn.tv), a new media comedy brand, has premiered **2/8 Life**, an original parody of the upcoming NBC series, **Quarterlife**. 2/8 Life has the unique distinction of being the first series to parody the first network-quality show originally made for the Internet.

Besides being available on icn.tv, 2/8 Life is available on YouTube, iTunes, Veoh, MySpaceTV, Blip and numerous other sites.

While Quarterlife is a commitment to idealism and the struggles of young adults to stay true to themselves while finding their way in the world, 2/8 Life is a commitment to the reality that many of today's twenty-somethings aren't quite as engaging or dedicated as they might think. Viewers can tune in on Mondays to see the latest episode of the series and watch previous episodes.

"2/8 Life is an example of how independent content producers can quickly respond to today's rapidly changing media landscape and develop programs that are funny and entertaining," said Marc Campbell, Founder and CEO of Independent Comedy Network (ICN). "The fact that we've released three episodes of 2/8 Life before the series has premiered on NBC speaks volumes about our ability to develop top quality programming in a short amount of time."

While 2/8 Life features Bob Wiltfong, former correspondent on The Daily Show, for the rest of the cast this is their first opportunity to do episodic work.

“Our relationships with top comedy venues in LA, New York and Chicago allow ICN to tap into a vast amount of professional talent that major studios don’t have the time or resources to find,” said Campbell. “Our approach is to partner directly with talent to develop programs that are entertaining, original and a welcome alternative to traditional network programming.”

2/8 Life is one of several shows that premiered this month on ICN. Other series include **Plea Bargain Advertising**, **Annals**, **Warthog**, and **Inappropriate Workplace**. ICN has a full slate of 40 original series planned for 2008.

ICN was founded in 2007 by Marc Campbell, a former private equity banker at JP Morgan who also trained and performed at the Upright Citizens Brigade Theatre and other top comedy venues in New York City. ICN grew out of The Westside Eclectic, the comedy school and theater he started in Santa Monica in 2005 after receiving his M.B.A. from UCLA's Anderson School.

ICN is backed by high-profile investors and advisors from the media industry including Bill Apfelbaum, Chairman of Titan Worldwide, the fastest growing out-of-home advertising company in history; Scott Carlin, President of Domestic Programming Distribution for HBO; Sandy Fox, whose Fox Law Group has represented Jeff Foxworthy, Jim Gaffigan, and Joe Rogan; and Dick Robertson, former President of Warner Bros. Domestic Television Distribution.

About the Independent Comedy Network (ICN)
ICN, a new media comedy brand, is the leading provider of original, independently-produced, episodic comedy programming for the online world and beyond. ICN enjoys unprecedented access to great comedy talent through relationships with top comedy venues in Los Angeles, New York and Chicago. ICN develops, produces, markets, and distributes its comedy properties through partnerships with major video aggregation sites.

ICN programming can be found at www.icn.tv and on YouTube, MySpaceTV, Blip, Vuze, DailyMotion, iTunes, Joost, Veoh, Revver, Next.TV, Metacafe, Blinkx, Miro, Babelgum and Arootz, along with several new distribution relationships currently in development.