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## Hot teen web soap sets record with KoldCast TV

*Miss Behave records over 100K views on busy holiday weekend*

**HOLLYWOOD, CA (July 6, 2010)** – After debuting just twelve days ago and with only three episodes released to date, the teen drama series, **Miss Behave**, is already setting records with online distributor KoldCast TV. Over the July 4<sup>th</sup> holiday weekend, **Miss Behave** garnered 105,000 views, an accomplishment that David Samuels, CEO of KoldCast TV says “is the fastest growth we have seen for a new show.” He adds “If the pace continues, **Miss Behave** could become the second most-watched show on KoldCast TV.”

**Miss Behave** follows the unsupervised lives of the affluent Archer children; Tori, always the good girl, and the apple of her Daddy's eye, has discovered her wild side but gets more than she bargained for when she begins deceiving her childhood friends to cover up her exciting new alter ego. Older brother Billy has his own set of challenges, dealing with an overbearing mother, new found adult responsibilities and sexual identity issues.

“Miss Behave is a great example of what quality programming on the web means for today's audiences,” says Marti Resteghini, VP of Programming for KoldCast TV. “Content is not so much about star power as it is about high production value, compelling characters and relevance. Throw in a great soundtrack and you've got yourself a hit!” Says lead actress and executive producer Jillian Clare (Tori), “I can't believe the record breaking response we've received; this is amazing and I hope it continues to get bigger and bigger.” She adds “We have many more stories to tell over the next few weeks and amazing characters to introduce!”

**Miss Behave**, the brainchild of creator and executive producer Susan Bernhardt, can be viewed on its official site <http://missbehave.tv> and their distributing partner, <http://koldcast.tv>. A new episode is released each Thursday morning through September 2<sup>nd</sup>. The series is in pre-production for Season Two which is scheduled to shoot next month and begin airing in late fall 2010.

Launched in March 2008, KoldCast TV is the premier online entertainment destination for premium web-based episodic programming. Original independently-produced web series, from today's brightest creative talents, are showcased in full-screen high-definition via KoldCast's own line of advanced media players. KoldCast TV programming is now seen in 179 countries.

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