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CONSERVATIVE INTERNET TV BRINGS JOE THE PLUMBER TO D.C.

Pajamas TV signs Wurzelbacher for "Just Joe," has him cover financial crisis

LOS ANGELES -- Pajamas Media (www.pajamasmedia.com) announced today that Joe Wurzelbacher (Joe the Plumber) will be appearing in a new, regular "Just Joe" segment on Pajamas TV.

To kick it off, Joe is in Washington, D.C. this week to help cover the U.S. financial crisis and the proposed stimulus package. Wurzelbacher will also be participating at the inaugural Conservatism 2.0 conference (sponsored by PJTV) and held jointly with CPAC 2009 in Washington at the end of this month. Additionally Pajamas noted an increased emphasis on its new Internet television venture (www.pjtv.com) for center-right and conservative audiences.

Joe the Plumber has come to represent the voice of the average person. His coverage of the Gaza Conflict for PJTV in January attracted worldwide attention - sometimes by media that both denigrated his lack of experience while at the same time soliciting their own populist voices via twitter, consumer reporting, etc.

Wurzelbacher will have his own segment at PJTV called *Just Joe*, which will focus on issues of the day as explored and reported by Joe. Wurzelbacher is currently in Washington to understand and report on the US financial crisis and the proposed stimulus plan, bringing with him a common man's perspective. He is meeting with groups such as The Heritage Foundation, The Conservative Working Group, the Club for Growth, Cato Institute, and others.

Pajamas Media Focus on Conservative Internet TV via PJTV.com

As media around the world restructures for the coming convergence of Internet and TV, Pajamas Media continues to increase its emphasis in Pajamas TV (PJTV) for center-right and conservative viewers. Pajamas Media will be cutting back on some of its blogger network as it increases its focus on conservative Internet television.

Programming

Over the last two months Pajamas TV has been evolving its programming with both leading bloggers such as Michelle Malkin, Glenn Reynolds, and Hugh Hewitt and with leading conservative think tanks such as The Heritage Foundation and the Manhattan Institute. The PJTV lineup includes shows on National Security, Media Bias, Bias in Education, the Economy and Finance, The Middle East, as well as Dr. Helen Smith, Sharia and Jihad, and Just Joe (with Joe Wurzelbacher).

Since its fall beta program began at the Republican National Convention, PJTV guests have included former Australian Prime Minister John Howard, new Republican Party chairman

Michael Steele, and former United Nations ambassadors Dore Gold (Israel) and John Bolton (U.S.)

Special Events and Initiatives

In keeping with ways to let people know about news and opinion not covered by traditional main stream media, Pajamas TV sent Joe the Plumber to the Middle East to cover the Gaza Conflict.

In the face of the last election, Pajamas TV also is exploring the future of conservatism from a next generation/technological evolution technical point of view. Dubbed "Conservatism 2.0" Pajamas TV has created a show by the same name (featuring Michelle Malkin, Glenn Reynolds, and other guests). In addition PJTV is sponsoring a Conservatism 2.0 conference as a joint outreach with CPAC later this month in Washington.

Evolving Locations

The Pajamas TV headquarters studio is located in El Segundo, Calif., with remote studio locations in New York, Washington, and Jerusalem. In addition, PJTV also brings in many contributors via web cams.

For media inquiries or to schedule an interview with a Pajamas Media representative, contact Romney Beebe (ext. 118) or Megan Franko (ext. 148) at (703) 683-5004.