

## **Legendary Climber and UCTV Form Partnership**

*New York, NY - November 29, 2007* - The legendary British climber Ben Moon has signed an exclusive video-licensing deal with the leading climbing-video site UCTV ([www.ucmag.tv](http://www.ucmag.tv)). UCTV is a division of Skram Media - publisher of Climbing and Urban Climber magazines.

Under the terms of a new agreement, Moon has agreed to enable UCTV unprecedented access to his video library, which includes more than 100 video clips of Moon's first ascents, training footage from the infamous "School Room," in Sheffield, U.K., and footage of other world-renowned British climbers, including Rich Simpson and the young Brit-American phenomenon Tyler Landman.

Under the Ben Moon deal, UCTV will post his video catalog to the site, and allow UCTV to compile the videos along with others in different themed and branded channels.

"We are delighted to work with Ben. Bringing more entertaining and original content to UCTV helps further our goal of providing the best climbing video entertainment experience on the Internet," said Mark Crowther, Skram Media's Founder and CEO.

### **About UCTV**

Launched in 2006, UCTV is an Internet site for people to watch and share original climbing videos worldwide through a Web experience. UCTV allows people to easily upload and share video clips at [www.ucmag.tv](http://www.ucmag.tv). The site has delivered close to 500,000 videos since launch, with new videos uploaded daily. A division of Skram Media LLC, UCTV has quickly become the leading destination on the Internet for climbing video entertainment. For more: [www.skrammedia.com](http://www.skrammedia.com)

### **About Ben Moon**

Moon is a company with its roots firmly embedded in climbing. Having been a pro climber at the peak of the sport for the past 20 years and having traveled and climbed with the world's top climbers, Ben decided he wanted to have a say in the design and style of the climbing products he regularly used. Ben felt that his experience and what he had learned from others would be of use not only in designing better climbing products but also to help people get more from their climbing. For more: [www.moonclimbing.com](http://www.moonclimbing.com).

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