



FOR IMMEDIATE RELEASE...

## PBS CELEBRITY CHEF **TOMMY TANG** PARTNERS WITH **Table X**

(BEVERLY HILLS, CA) December 5, 2011— Internationally renowned Celebrity Chef **TOMMY TANG** has partnered with **Table X** in connection with Tommy Tang's "Easy Thai Cooking" Series II, a cooking and travel series produced for the PBS television network and scheduled for broadcast in spring 2012. Tommy Tang's shows focus on historical, cultural, points-of-interest, and of course, all things culinary for international locations worldwide. Tommy Tang, who has the longest running cooking and travel series in the United States for any network, with more than 200 shows produced, began his rise to critical acclaim in 1982 with the opening of his first restaurant in West Hollywood; spearheading the now famous Melrose Avenue. His restaurant and namesake, Tommy Tang's, featured Tommy's innovative Modern Thai Cuisine, and soon upon opening, became a restaurant-destination sensation drawing a loyal Hollywood following including *Cher*, *Tom Cruise*, *Madonna*, *Jackson Browne*, *Queen*, *Earth, Wind & Fire*, *Orson Wells* and countless others.



"We are very excited to welcome Celebrity Chef Tommy Tang to **Table X**. Tommy's innovative culinary talents, coupled by his unprecedented impact on the restaurant and food scene for more than twenty-five years, directly complement **Table X** on so many levels; and, we will explore and exploit these complementary threads throughout our strategic business partnership," says Johnathan Michel, **Table X** Executive Producer.

Among Tommy Tang's culinary innovations, which have directly impacted the food and restaurant industries, include "4 Pad Thai" recipes at Wolfgang Puck Cafes, California Pizza Kitchen's popular "Thai BBQ Chicken Pizza," Thai-inspired dishes at The Cheesecake Factory, as well as, numerous recipe-dishes and products currently sold at restaurants and grocery stores throughout the United States and worldwide.

**Table X**, in association with its parent company, Privilege Media Group International, Inc. | pmg, will represent Tommy Tang's "Easy Thai Cooking" Series II on an exclusive basis, and for the primary purpose of advertising, sponsorship and strategic brand-integration opportunities with leading advertisers— worldwide. **Table X**, in association with Tommy Tang, will deliver proprietary cross-marketing opportunities across the cross-media platforms of online, mobile, social-media, e-mail, print, outdoor/out-of-home, radio and television/cable. "**Table X** is strategically aligning its cross-media platform business model for global proliferation as we travel the world in partnership with cutting-edge media partners like Tommy Tang, whose product and service offerings accelerate our **Table X** advertiser, sponsor and brand integration partners' reach and market penetration of target consumers while delivering successful ROI driven results— worldwide," adds Mr. Michel.

###

For more information about our fresh, innovative and original lifestyle-entertainment television series and global lifestyle brand, **Table X**, and our strategic business partner, **TOMMY TANG**, please contact:



### PRESS + MEDIA

ANTOINETTE DuBOIS  
Vice President PUBLIC RELATIONS  
Privilege Media Group International, Inc. | pmg  
[Antoinette.DuBois@pmgintl.com](mailto:Antoinette.DuBois@pmgintl.com)  
(877)PMG-8820 Extension 575

### ADVERTISING + SPONSORSHIP + BRAND-IN

JOSHUA GOLDBERG  
Vice President TELEVISION  
Privilege Media Group International, Inc. | pmg  
[Joshua.Goldberg@pmgintl.com](mailto:Joshua.Goldberg@pmgintl.com)  
(877)PMG-8820 Extension 525