

FOR IMMEDIATE RELEASE
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Joe the Plumber to Report from Israel for Pajamas TV

Will Provide Perspectives Ignored by Mainstream Media

LOS ANGELES (January 8, 2009) - Pajamas TV (www.pjtv.com), an Internet TV venture of Pajamas Media (www.pajamasmedia.com), announced that Joe Wurzelbacher, who became known worldwide as “Joe the Plumber” during the recent presidential campaign, will travel to Israel and surrounding areas between Thursday, January 8 and Sunday, January 18, 2009 to cover the Gaza War with a local camera crew.

Wurzelbacher, who served four years in the U.S. Air Force, is the latest addition to the Pajamas TV team that has covered the situation in Gaza extensively with video reports and interviews from around the region. Pajamas Media correspondents have also worked with Caroline Glick of the *Jerusalem Post* and members of the Israel Defense Forces.

“We are pleased to announce Joe’s involvement with PJTV and look forward to providing PJTV viewers with Joe’s on-the-ground reports that will focus on the effects of the conflict on everyday citizens. This is one of those perspectives you won’t get in mainstream media, something only outlets such as PJTV will provide,” said Roger L. Simon, CEO and Co-founder of Pajamas Media.

“I am thrilled about the opportunity to connect with Israelis and do my part to ensure that the stories of their ‘average Joes’ actually get to the public through Pajamas TV. This is where PJTV can provide viewpoints you never get from other media. I also plan to dig deeper to understand the Israeli side of the offensive against Hamas that has been frequently overlooked in media accounts,” said Wurzelbacher.

Additional coverage of the situation in Gaza, along with reports from Wurzelbacher, will be made available on the PJTV website at www.pjtv.com. Wurzelbacher’s pre-departure interview with Pajamas TV will be available online on Thursday, January 8.

About Pajamas Media and Pajamas TV

Pajamas Media (www.pajamasmedia.com), an online media company, provides coverage, thoughtful analysis and commentary on issues of the day through its network of more than 90 correspondents and bloggers reporting from 47 countries and through original stories, podcasts and videos. Pajamas TV (www.pjtv.com) is a Media 2.0 Internet TV venture of Pajamas Media focused on covering news, opinion and issues of the day.

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.