



For Immediate Release

AspireTV+ HAS LAUNCHED ON PRIME VIDEO VIA PRIME VIDEO CHANNELS

**THE NEW COMMERCIAL-FREE SUBSCRIPTION STREAMING SERVICE
IS THE PREMIER DESTINATION FOR BLACK CULTURE AND URBAN LIFESTYLE**

ADDITIONALLY, THE FAST CHANNEL AspireTV LIFE IS NOW STREAMING ON FREEVEE

ATLANTA – Feb. 27, 2024 – AspireTV+, a new commercial-free subscription video on demand streaming service powered by aspireTV, has launched on Prime Video via Prime Video Channels for \$4.99 a month. AspireTV+ is the ultimate destination for Black culture and urban lifestyle and offers a fresh and exciting perspective on Black culture, life and style through a diverse selection of original programs, series, independent films, documentaries and more. From fashion and beauty to food and travel, the aspireTV+ streaming service highlights and celebrates the beautiful stories and experiences of Black audiences.

“At UP Entertainment, we are thrilled to now include aspireTV+ on Prime Video Channels so we can continue to reach viewers whenever and wherever they are consuming content,” said Angela Cannon, general manager, aspireTV. “Launching during Black History Month, we are proud to showcase a majority of our original programming from content creators and cast that are Black led, produced, written and/or directed, and is reflective of Black culture, life and style, allowing our audience to #seeyourselfhere and celebrate Black history all year long.”

AspireTV+ has over 400 titles available at launch and hundreds of hours of entertainment to watch. Available programs include the aspireTV Studios original series *Downright Delicious with Yo-Yo, G. Garvin Live!, Icons, Idols, and Influencers, Unboxed with Nikki Chu, 6 Minutes to Glory: The HBCU Band Experience, London Live* (a music program featuring Usher, A\$AP Rocky, CeeLo Green, Jennifer Hudson to name a few), *World Wide Nate* and *Money Moves with Tanya Sams*. New content will be added on an ongoing basis.

Additionally, aspireTV Life, the first free ad-supported streaming television (FAST) channel dedicated to sharing the experiences of the multicultural audience through cooking, fashion, travel, design and more, is now live on Amazon Freevee. AspireTV Life celebrates positive, authentic lifestyle content, and portrays the reality and diversity of Black viewers and those moved by the culture.

Amazon Freevee is a streaming video service with thousands of premium movies and TV shows, including Originals and free ad-supported (FAST) Channels, available anytime, for free. All FAST Channels available on Freevee can be accessed through the Freevee app, as well as within Fire TV and Prime Video.

About aspireTV

AspireTV is the television network that celebrates and reflects Black life, style and culture in a way that is inspiring, authentic and entertaining. In addition to fan-favorite comedies and movies, aspireTV invites viewers to “see yourself here” with series focused on food, travel, home design and fashion, as well as the passion and pride of HBCUs. AspireTV+ is a new subscription streaming service for Black culture and urban lifestyle entertainment. From fashion and beauty to food and travel, there’s a diverse selection of original programs, movies, series, independent films, documentaries and more. AspireTV Life is a FAST (free ad-supported streaming television) channel filled with programming that shares the experiences of multicultural viewers through food, fashion, travel and design.

CONTACT:

Kristina Stafford Kelly

kstafford@upentertainment.com

770-692-9939