

NBC IN UNPRECEDENTED PARTNERSHIP WITH PRINCE CHARLES IN NEW SPECIAL
'HARMONY' TO LOOK AT SOLUTIONS TO THE ENVIRONMENTAL CRISIS

**For Broadcast in NBC's Annual "Green is Universal" Week in
November, Special to Feature the Prince of Wales Offering His Views
on the Climate Crisis for the First Time on American Television**

UNIVERSAL CITY, Calif. – April 27, 2010 – NBC will showcase “Harmony,” a new feature film and television special in an unprecedented association with HRH The Prince of Wales (Prince Charles). “Harmony” grows out of three decades of work by The Prince of Wales to combat climate change and find innovative solutions to the global environmental crisis. The announcement was made today by Paul Telegdy, Executive Vice President, Alternative Programming, NBC and Universal Media Studios.

The special will be broadcast in concurrence with NBC Universal’s annual “Green is Universal” environmental initiative in November 2010.

Both the film and special are inspired by The Prince of Wales and capture on film a man who is an authentic leader on crucial global issues in a way viewers have never seen before. Central to both NBC’s special and the film is The Prince’s view that the environmental and economic crises we face are the result of a deep disconnection between Man and nature. He believes that we have lost the once innate understanding of how to live in harmony with the natural world and within its limits. The Prince, however, does not see the situation as irretrievable, and believes that if we act now we can restore the rightful balance between Man and nature.

The project features a surprising and dynamic group of environmentalists, entrepreneurs, farmers, business and government leaders who are working to restore that balance.

“Harmony” is an urgent, accessible and practical call to action, offering the audience a new and inspiring perspective on how the world can meet the challenges of climate change globally, locally and personally.

“The Prince of Wales has such a passion and vision in providing leadership on this crucial climate issue that confronts the world,” said Telegdy. “We are honored to partner with him to showcase these issues that are important to American audiences.”

Prince Charles has been named a leader and visionary on Time magazine’s list of “Heroes of the Environment” for many reasons: his 25-years as an organic farmer; his work to protect the world’s rainforests; his challenge to restore the balance between human beings and nature, and his efforts to protect the world’s most poor and vulnerable who are already feeling the effects of climate change. The Prince of Wales’ role as a global leader and catalyst for concrete action was solidified with his invitation to address last December’s Copenhagen climate conference, where he told world leaders: “Over more than three decades, I have been privileged to talk with some of the world’s most eminent experts on climate change and environmental issues and to listen to the wisdom of some of the world’s indigenous people. The conclusion I draw is that the future of

mankind can be assured only if we rediscover ways in which to live as a part of nature, not apart from her...Surely now is the time to recognize that we cannot have capitalism without nature's capital – we cannot sustain our human economy without sustaining nature's economy?" The Prince continued: "When it comes to the air we breathe and the water we drink, there are no national boundaries. We all depend on each other – and crucially, on each other's actions -- for our weather, our food, our water and our energy. However, it is these links, together with our common humanity, which might provide us with a solution....Just as mankind had the power to push the world to the brink so, too, do we have the power to bring it back into balance."

Certain to be both challenging and revelatory, the film and NBC special also includes rare footage of Prince Charles interviewing former Vice President and Nobel Prize winner Al Gore about climate change from a film The Prince made as far back as 1988.

"Harmony" is produced and directed by Julie Bergman Sender and Stuart Sender whose work has received Oscar nominations and a Director's Guild nomination for best documentary feature. The production is from Balcony Films and Harmony Film, LLC.

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