

FOR IMMEDIATE RELEASE

ALL AMERICAN TELEVISION MAKES A SPLASH ON THE INFORMATION
SUPERHIGHWAY WITH ONLINE BAYWATCH PROMOTION

NEW YORK, November 14 -- All American Television has begun promoting its hit series **BAYWATCH** on CompuServe's "Entertainment Drive" (GO EDRIVE), offering a variety of digitized print and visual information. Beginning November 14, 1994, members of the CompuServe information service can go to EDRIVE to download digitized video clips, color pictures, behind-the-scenes information on the producers, cast and upcoming episodes, as well as post messages to the show.

Future plans for the Baywatch area on Entertainment Drive include promotional giveaways, trivia contests and "live" online conferences between CompuServe members and Baywatch cast members. The agreement between Entertainment Drive and All American Television makes **BAYWATCH** promotion materials available for the first time online to a potential audience of nearly 2.4 million users in over 150 countries, many of whom are entertainment industry professionals. Studies show that online users tend to be heavy consumers of entertainment related information.

All American Television's **BAYWATCH** is currently the most successful action-hour in syndication, as well as being the top ranked television show internationally. A spin-off of the **BAYWATCH** series, **BAYWATCH NIGHTS**, was recently announced, a **BAYWATCH** soundtrack CD has been released, and the series will go into "strip" syndication in 1995.

(more...)

ALL AMERICAN TELEVISION, INC.

The executive producer of Entertainment Drive is Michael Bolanos, also the president of The Musicom Corporation, the entertainment consultant to CompuServe. "CompuServe has a global reach that no other online service can claim" said Bolanos, "making it the obvious choice for the promotion of an international hit like Baywatch." Established in 1979, the CompuServe Information Service provides databases and services to meet both business and personal interests. CompuServe is an H&R Block (NYSE:HRB) company.

All American Television, Inc. is a subsidiary of All American Communications, Inc., the publicly held worldwide entertainment company whose divisions include All American Fremantle International, Scotti Bros. Records, All American Music Publishing and the Baywatch Production Company. All American Communications, Inc. trades in the NASDAQ over-the-counter market under the symbol AACI.

#

Contact: Tom Brocato/Kim Root
THE LIPPIN GROUP/L.A.
213/965-1990

Mike Bowman
ALL AMERICAN TELEVISION
212/541-2821

Michael Bolanos
ENTERTAINMENT DRIVE
718/721-5500