



NEWS RELEASE

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ALRIGHT TV ANNOUNCES LAUNCH OF DFREE® TO BE FREE, A NEW FINANCIAL WEB SERIES FEATURING DR. DEFOREST B. SOARIES

The New Series Highlights Financial Planning and Education to Help Consumers Achieve Financial Freedom

LOS ANGELES, CA// SEPTEMBER 6, 2013// Robert L. Johnson, Founder and Chairman of The RLJ Companies and Tracey E. Edmonds, President and CEO of Alright TV, today announced the debut of a new financial planning web series, *DFree® To Be Free*, created by Dr. DeForest B. Soaries, Jr., former New Jersey Secretary of State and senior pastor of the First Baptist Church of Lincoln Gardens in Somerset, New Jersey.

Debuting Sunday, September 8th, *DFree® To Be Free* follows the financial advice put forth by Dr. Soaries through his DFree® curriculum. *DFree® To Be Free* takes an insightful look into the emotional and cultural impediments that hinder many individuals from achieving financial freedom. The series will air new webisodes every Sunday evening and on Mondays, Dr. Soaries will hold an interactive Google Hangout, #UsedToBeBroke, as a supplement to the week's financial topic during which audience members can join in the discussion.

“Dr. Soaries has been highly successful with his DFree® program and its mission to help consumers gain financial literacy and save for their financial future,” said Johnson. “I was delighted that Dr. Soaries agreed to work collaboratively on my campaign to bring about an end to payday lending as we know it today. He has been a national advocate in consumer education and financial planning and speaks directly to the challenges that many individuals face daily. The *DFree® To Be Free* webisodes offer a fresh and accessible way to help consumers, particularly minorities, pay down debt, increase their savings, and overcome a cycle of short term and emergency borrowing,” he concluded.

“Dr. DeForest Soaries has such a compelling story which started with his own personal journey to turn his life around and eliminate debt,” said Tracey E. Edmonds. “He has gained national attention for his 12-point DFree® strategy that has helped many individuals achieve financial freedom and become independent from a vicious and often devastating cycle of debt and borrowing. We are delighted to bring his new series, *DFree® To Be Free* and the accompanying #UsedToBeBroke Google Hangout to Alright TV. The show will inspire and provide viewers with successful strategies on how they too can become debt free and find financial prosperity,” she concluded.

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“I am thrilled to join Bob Johnson and Tracey Edmonds to bring *DFree® To Be Free* to Alright TV,” said Dr. Soaries. “Our mission is to help all consumers achieve debt free living, economic capacity, and to rely less on borrowing, particularly from high interest payday lending institutions.” He continues, “Our web series will identify the barriers that most often hinder individuals from achieving financial freedom. By discussing spending habits, long-term unemployment, personal illness, student loans, divorce, family, friends, gambling and excessive debt, *DFree® To Be Free* will address a range of financial needs and help consumers better understand and manage their finances to ultimately achieve financial freedom,” he concluded.

Earlier this year, Johnson announced his financial awareness campaign to “end payday lending as we know it today” through his company, RLJ Financial, and designated Dr. Soaries and his DFree® program as the financial literacy arm to change the lending climate and help minority consumers overcome recurring debt and achieve financial stability. *DFree® to Be Free* will tackle a number of financial issues and help consumers take control of their finances by setting debt reduction goals, paying off debt, increasing awareness and changing behavior as it relates to money and borrowing – putting them on a path to make better and more informed financial decisions.

DFree® To Be Free debuts on Alright TV this Sunday, September 8th! New webisodes will air every Sunday night and will be followed by an interactive Google Hangout, #UsedToBeBroke, on Mondays.

Watch exclusively online at www.youtube.com/alrighttv.

About The RLJ Companies: *The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in a publicly traded hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For more information visit: www.rljcompanies.com.*

About Alright TV: *Alright TV is a groundbreaking digital channel that revolutionizes faith friendly content viewing. Featuring premiere talent along with rising stars, Alright TV offers the best in feel-good, value based entertainment that inspires and motivates. Alright TV brings buzz-worthy comedies, talk, reality, music, and the streaming of national Sunday church services. Developed by Robert L. Johnson, founder and chairman of The RLJ Companies and Tracey E. Edmonds, President and COO of Our Stories Films, Alright TV is a digital collaboration with YouTube that includes an array of online productions and entertainment. For more information visit: www.alrighttv.com.*

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***About Dr. DeForest B. Soaries, Jr.:** Dr. DeForest B. Soaries, Jr. is the senior pastor of First Baptist Church of Lincoln Gardens in New Jersey and author of DFree®: Breaking Free from Financial Slavery. His DFree® strategy is designed to lead people out of debt to attain financial independence. His DFree® strategy was the focus of CNN's "Almighty Debt" documentary. Dr. Soaries is former New Jersey Secretary of State and a current independent director on the Home Loan Bank of New York board. For more information visit: www.mydfree.org.*

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