



For immediate release

Contact: Tara Brown  
803-448-2698  
tara.brown@insp.com

## **INSP's Popular Western Programming to Anchor New *Cowboy Way* FAST Channel**



### **New Channel Celebrating Modern-Day Cowboys and Americana Lifestyle is Available on Roku and Plex**

**(Indian Land, SC – May 18, 2022) – Imagicomm Entertainment has teamed up with INSP, LLC**, the recognized leader in Western themed programming, to launch a new [FAST channel](#) featuring content that celebrates today's cowboys and the cowboy way of life. ***Cowboy Way***, named after the INSP fan favorite series “*The Cowboy Way: Alabama*,” will highlight INSP's original content as well as other exclusive films and series.

“We are enthusiastic about putting our content in the FAST channel space, and believe the modern day, Western lifestyle content on the ***Cowboy Way*** channel will be truly unique,” said Dale Ardizzzone, COO of INSP, LLC. “This launch is another example of our broad corporate strategy to expand our content distribution across multiple entertainment platforms.”

Jonathan Collins, VP of Imagicomm Entertainment noted: “the initial feedback we received for our ***Cowboy Way*** FAST channel has been tremendous. In less than a month we already have over 40 million domestic and international users. Roku and Plex were the first to come on board, and other platforms are expected to launch over the next few

months. We anticipate **Cowboy Way** will be accessible to more than 100 million users by the end of this year.”

Mark Kang, SVP of Worldwide Distribution for INSP, added: “While there are other Western-themed FAST channels, **Cowboy Way** offers a hip, modern, all-original entertainment experience that younger generations will actually relate to. In other words, it’s not your parents’ Western entertainment. We believe **Cowboy Way** will be a great fit for INSP’s original content because the approach and lifestyle of the modern cowboy resonates well with Millennials and Gen X’ers who are living on their own terms.”

Content that can be seen on **Cowboy Way** channel includes viewer favorites: *The Cowboy Way: Alabama*, *Ultimate Cowboy Showdown* (hosted by country music icon Trace Adkins), *State Plate with Taylor Hicks*, *Wild West Chronicles*, *Burn Boss*, *The Old West Trading Post*, *Turquoise Fever*, and *Handcrafted America*.

To get a sneak peek of the channel, click on the graphic above.

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#### **About INSP**

INSP is available nationwide to more than 62M households via MVPDs including DISH (channel 259), DIRECTV (channel 364), Comcast Xfinity, Cox Communications, Charter Spectrum, National Cable Television Cooperative (NCTC), Verizon Fios (channel 286), AT&T U-verse (channel 564) and on vMVPDs including SLING TV, fuboTV, Philo, Frndly TV, Vidgo, SelectTV and Evoca. [Click here to find INSP in your area.](#) INSP provides a trusted viewing experience with a lineup of exclusive and original series, timeless Westerns, action-filled dramas, and films focused on adventure and heroic characters.

#### **About Imagicomm Entertainment**

Imagicomm Entertainment is a distribution company focusing on films and television series with content ranging from action and adventure to drama and family holiday celebration. Each project embodies an unparalleled commitment to strong storytelling, memorable characters, and high production values. Imagicomm Entertainment distributes content globally through popular streaming services such as Prime Video, Netflix and Vudu, as well as through DVDs from major retailers, and on traditional television outlets.