What is claimed is:

1. A reassortant or recombinant influenza virus comprising a hemagglutinin polypeptide comprising the amino acid sequence of SEQ ID NO:6.

2. A reassortant or recombinant influenza virus comprising a hemagglutinin polypeptide comprising the amino acid sequence of residues 1-327 of SEQ ID NO:6.

3. The reassortant or recombinant influenza virus of claim 1 or 2, wherein the reassortant or recombinant influenza virus comprises a 6:2 genome; and wherein the 6 internal genome segments are of a donor virus selected from the group consisting of A/Ann Arbor/6/60, A/Puerto Rico/8/34, A/Leningrad/134/17/57, and A/Leningrad/17.

4. The reassortant or recombinant influenza virus of claim 3 wherein the donor virus is A/Ann Arbor/6/60.

5. The reassortant or recombinant influenza virus of claim 3 wherein the donor virus is A/Puerto Rico/8/34.

6. The reassortant or recombinant influenza virus of claim 1 or 2, wherein the reassortant or recombinant influenza virus comprises one or more phenotypic attributes selected from the group consisting of: attenuated, cold adapted and temperature sensitive.

7. An immunogenic composition comprising the reassortant or recombinant influenza virus of claim 1 or 2.

8. An influenza vaccine comprising the reassortant or recombinant influenza virus of claim 1 or 2.

9. A live, cold-adapted, temperature-sensitive, attenuated influenza vaccine comprising the reassortant or recombinant influenza virus of claim 1 or 2.

10. The reassortant or recombinant influenza virus of claim 1 or 2 further comprising a neuramidinase polypeptide comprising the amino acid sequence of SEQ ID NO:4.

11. A reassortant or recombinant influenza virus of claim 1 or 2 in an amount effective to produce an immunogenic response against a viral influenza infection in a subject for the prophylactic or therapeutic treatment of the viral infection.

12. A use of the reassortant influenza virus of claim 1 or 2 in an amount effective to produce an immunogenic response against the viral infection in the manufacture of a medicament for the prophylactic or therapeutic treatment of a viral infection in a subject.

13. The use of claim 12, wherein the subject is a human.

14. A method for producing reassortant influenza viruses in cell culture, the method comprising: a)

introducing a plurality of vectors comprising an influenza virus genome into a population of host cells, which plurality of vectors comprises 6 internal genome segments of a first influenza strain; a first genome segment encoding a hemagglutinin polypeptide comprising the amino acid sequence of SEQ ID NO: 6 and a second genome segment encoding a neuramidinase polypeptide, and which population of host cells is capable of supporting replication of influenza viruses; b) culturing the population of host cells; and, c) recovering a plurality of reassortant influenza viruses.

15. The method of claim 14, wherein the first influenza virus strain comprises one or more phenotypic attributes selected from the group consisting of: attenuated, cold adapted and temperature sensitive.

16. The method of claim 14, wherein the first influenza strain is selected from the group consisting of A/Ann Arbor/6/60, A/Puerto Rico/8/34, A/Leningrad/134/17/57, and A/Leningrad/17.

17. The method of claim 16, wherein the first influenza strain is A/Ann Arbor/6/60.

18. The method of claim 16, wherein the first influenza strain is A/Puerto Rico/8/34.