

L'ORÉAL PARIS



A JOURNEY TO STARDOM

FOR IMMEDIATE RELEASE

(TORONTO – Tuesday, July 24, 2001)

Lone Eagle Entertainment is pleased to announce that L'Oréal Paris, the world's #1 beauty brand is proud to sponsor "**Supermodels**", an eight-part primetime reality series airing on Global Television this fall. Produced by Lone Eagle Entertainment Ltd. in association with Global Television Network, "**Supermodels**" is based on the long-standing Ford Models "Supermodel of the World" competition. Viewers will tune in each week to watch the most beautiful girls in the country compete for the opportunity to sign an international modelling contract with Ford Models, New York, along with the starring role in a nationally publicized L'Oréal advertising campaign.

"L'Oréal is an exciting promotional sponsor that will attach their first-class brand name in the world of fashion to this high-profile prime-time series on Global Television, making for a dynamic impact on the marketplace", says Michael Geddes, President of Lone Eagle Entertainment.

More

Present in 120 countries, L'Oréal Paris is based on a single philosophy: innovate and offer the most effective and technologically advanced products at the best price to the largest number of consumers. It is a brand that shines through its diversity, through well-known faces from all over the world.

The ambassadors chosen to represent L'Oréal are very inspirational. They are confident, intelligent, sophisticated and approachable, and their personalities express the self-esteem that they are "worth it" and deserve high-quality products. The array of ambassadors that represent L'Oréal permits the brand to reach all women regardless of age, culture, language or ethnicity.

In conjunction with offering its beauty expertise throughout "Supermodels", L'Oréal grants the Canadian finalist a professional opportunity of momentous value: to take part in the brand's international scope of ambassadors. The finalist will win an official photo shoot with L'Oréal in Paris, France, the chance to be the feature personality in a national ad campaign that will be publicized within Canadian fashion media in 2002, as well as the chance to be on the cover of one of Canada's foremost fashion magazines.

"In partnering with the Supermodels show, the Canadian subsidiary of L'Oréal Paris will offer the finalist the occasion to represent, in her unique way, the "because you're worth it" message that valorizes women across the globe," says Francis Perrin, Director of Brand Communications of L'Oréal Paris' Canadian subsidiary.

Ford Canada is excited to participate in the first model reality TV show in North America. The winner will represent Canada at the Ford Supermodel of the World event in November, which will be held in Miami Beach, Florida.

"This girl is going to be in good company", says Ford Canada agency director Cynthia Cully. "Canada is known for launching the careers of some of the most beautiful women in the world and L'Oréal as a key sponsor will definitely enhance the opportunities of the winner".

Auditions are being held in Calgary, Vancouver, Toronto and Montreal in search of the next Canadian Supermodel. A panel of judges will select the 20 girls that will be invited to Toronto for Fashion Camp. Fashion camp will be held from Tuesday, August 14, 2001 to Friday, August 17, 2001, where the girls will endure 4 busy days of fittings, photo shoots, various classes and a runway show.

"Supermodels" is a revolutionary television concept owned and produced by Lone Eagle Entertainment Ltd. **Lone Eagle Entertainment** is a Toronto based production company that creates and produces highly rated, market-driven programming.

More

Ford Models was founded in 1946 by Eileen and Jerry Ford. The agency has played a major role in the shaping of the global industry of beauty and fashion photography. Ford represents many of the world's top fashion models including Stephanie Seymour, Christine Brinkley, Vendela, Rachel Hunter, Jerry Hall and Veronica Webb. Ford is being acquired by Magnum Sports and Entertainment (NASDAQ:MAGZ), which is creating a multi-dimensional entertainment company encompassing the worlds of fashion, music, film and television.

Open call auditions will be held in the following cities:

CALGARY, ALBERTA

Cowboys Dance Hall Monday, July 23, 2001
826-5th Street, SW

VANCOUVER, B.C

The Plaza Club Wed., July 25, 2001
881 Granville Street

TORONTO, ONTARIO

The Joker Nightclub Monday, July 30, 2001
318 Adelaide Street West

MONTREAL, QUEBEC

Club 737 Wednesday, August 1, 2001
1 Place Ville Marie

For location information and application details, log on to www.lorealparis.ca
and www.supermodelstv.ca

The premiere of "Supermodels" on the Global Television Network will be announced at a later date.

For further information on **Supermodels**, please contact:

For further information, please contact:

Christian Darbyshire
Lone Eagle Entertainment Ltd.
Phone: 416-351-9111 ext. 30
Fax: 416-351-9666
christiand@loneagle.net

Caroline Badger
L'Oréal Paris Public Relations
Phone: 514-287-4651
Fax: 514-287-7408
carolinepr@canada.com