

## Lone Eagle swoops on UK format deal

Lone Eagle Entertainment of Canada has signed its first European format licensing deal, teaming up with a British indie to produce gameshow You Bet Your Ass for the UK market.

BullseyeTV has picked up UK format rights to Lone Eagle's You Bet Your Ass (24x30'), which began airing in Canada on CTV's The Comedy Network in January.

Created by Lone Eagle principals Michael Geddes and Chris Geddes, the gameshow blends the intensity of casino blackjack with pop-culture trivia in comedic question and answer rounds.

"Lone Eagle have hit upon a hot combination – comedy, trivia and gaming – and created an irreverently funny format that can be readily adapted for UK television. We're really looking forward to working with Chris and Michael to bring their brilliantly titled show to a British audience," said Steve Pinhay, director of television at BullseyeTV.

While this is the first European format licence for one of Lone Eagle's original shows, the Toronto-based indie is among Canada's most prominent players in the international formats game.

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Lone Eagle produced three seasons of Screentime's Popstars format for Global Television in Canada, and has created original formats such as dating series Hooked Up for Craig Broadcasting, behind-the-scenes talent show The Call for Life Network, as well as Supermodels and The Office Temps for Global Television.

While it is increasingly moving into the quizshow and gameshow realm, BullseyeTV is best known for its clip shows including Cops Uncut and Das Crazy Clip Show. It has also produced observational documentaries and series like The Wedding Planners and Zoo For Sale, as well as sports and gaming programming such as Ultimate Poker Showdown and Natural Born Racers.

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