

May 5, 2008

Discovery Civilization Channel and Lone Eagle Entertainment Ltd. Announce Start of Production on Tribes of the 21st Century

-- Original three part series set to satisfy the culturally curious --

FOR IMMEDIATE RELEASE:

Toronto, Ontario (May 5, 2008) – Discovery Civilization Channel together with Lone Eagle Entertainment Ltd. is proud to announce production has commenced on a new three-part documentary series, *Tribes of the 21st Century*. The one-hour episodes, which delve deep into the various “tribes” within modern society, are currently scheduled to air in 2008 on Discovery Civilization Channel in Canada.

Tribes of the 21st Century is a documentary anthology series that examines the tight knit communities that are defined by a shared occupation, interest or habits – tribes that people are not born into but that they choose for themselves. This three-part series explores the fringe worlds of Stand Up Comics, Body Builders and Bike Couriers, and sheds new light on the values and practices that unify the memberships of these unique tribes.

“We are really excited about this project,” said Ken MacDonald, Vice-President of Programming for the Discovery Channel and Factual Networks in Canada. “*Tribes of the 21st Century* reinforces the spirit of the channel – that ‘civilization’ is a vital concept as immediate as today’s headlines yet rooted in humanity’s rich cultural traditions.”

“The series will bring the ‘4th wall’ down on the numerous groups and subcultures that exist around us,” said Michael Geddes, Executive Producer and President of Lone Eagle, “It promises to be a fascinating exploration.”

Tribes of the 21st Century was created by Michael Geddes and Sheldon Teicher who will co-executive produce. It is written by Allen Abel, directed by Leslie Cote, and produced by Rachel Horvath.

Discovery Civilization Channel

Journey back through time with Discovery Civilization to revel in humanity’s defining moments. Meet the people, cultures and ideas that have shaped our common past, and those that will dictate our future. Discovery Civilization is about learning where we came from and knowing where we can go.

Lone Eagle Entertainment Ltd.

Lone Eagle Entertainment Ltd. is an independent production company based in Toronto, Canada. The company was founded in 1996 by Michael Geddes to produce high concept television programming. Lone Eagle has produced the smash hit series Popstars, the #1 rated Canadian series for three seasons on Global, and Supermodels in association with Ford Models, NYC for Global, as well as its formats Hooked Up for Craig Broadcasting and The Call for Life Network. The company also produced the primetime comedy/reality hybrid The Office Temps, for Global (10 x 60min.) The worldwide format rights for The Office Temps are represented by Reveille LLC. The company has produced two hit seasons of the game show You Bet Your Ass for the Comedy Network and two hit seasons of its game show Inside the

Box for TVtropolis. Lone Eagle is represented by William Morris Agency.

-END-

For More Information:

Jessica Waks, Discovery Civilization Channel
416.332.5309 or jwaks@discovery.ca

or

Joelle Habbaki, Lone Eagle Entertainment Ltd.
416.351.9111 ext. 21, joelleh@loneagle.net
www.loneeagle.tv