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LONE EAGLE ANNOUNCES DISTRIBUTION DEAL WITH DISCOVERY NETWORKS EUROPE FOR THE HIT REALITY SERIES "HOOKED UP"

(Toronto, September 30, 2004) - Lone Eagle Entertainment Ltd., Canada's foremost producer of reality television, is proud to announce that Discovery Networks Europe has acquired exclusive cable rights for the UK for Lone Eagle's hit reality dating series "**Hooked Up**". An original format created by Michael Geddes of Lone Eagle, the series was broadcast in prime time on the national Craig Media Network in Canada. It will premiere in October on Discovery Health UK.

"**Hooked Up**" is a 6x1 hour series which invites viewers to witness teams of 10 men and 10 women compete in the game of love against the backdrop of Canada's spectacular Rocky Mountains. Contestants engage in activities ranging from speed dating, to rock climbing, to bull riding, challenging their wits and physical abilities for the privilege of staying in the game for the ultimate prize - their dream "Hook Up". At the end of every episode each person votes off one member of the opposite sex. The format gets more complicated and dramatic as contestants make strong emotional connections and alliances - both within their teams and with members of the opposite sex.

"We are thrilled to have made this sale to such a strong brand as Discovery Networks Europe. We are certain that English audiences will love this series as much as Canadian audiences", says Tom Powers, VP Business Development, Lone Eagle Entertainment Ltd.

"This is Discovery Health UK's first foray into the reality relationship genre and **Hooked Up** seems the perfect means of introducing the genre into the channel's programming schedule, blending emotional health, relationships and entertainment in one series", says Clare Laycock, Channel Director, Discovery Health UK.

This addictive and captivating series premieres from Friday 8th October @ 22:00 on Discovery Health UK.

Hooked Up is represented by UK distributor Screentime Partners at MIPCOM, in Cannes, October 4-8, 2004.

Lone Eagle Entertainment Ltd. is an independent production company based in Toronto, Canada. The company was founded in 1994 by Michael Geddes to create and produce highly rated market driven television programming. Lone Eagle has produced the smash hit series "Popstars", the #1 rated Canadian show, "Supermodels" with Ford Models New York, "The Call" and the soon to be launched reality/comedy hybrid "The Temps", among others.

Notes to Editors

Discovery Health provides high engagement TV through entertaining and life affirming stories. From emotional health and relationships, to pregnancy and birth plus wellbeing and makeovers it's the ultimate in life support TV.

Discovery Networks International: Discovery Networks International's (DNI) diverse portfolio includes ten TV channels; Discovery Channel, Animal Planet, People + Arts, Discovery Home & Leisure, Discovery Health, Discovery Civilisation, Discovery Science, Discovery Travel & Adventure, Discovery Kids and Discovery Wings. Programming is customised into 34 languages and broadcast on 67 unique feeds.

DNI's parent, Discovery Communications Inc., is the leading global real-world media and entertainment company, which runs 14 unique TV brands. Launched in the US in 1985, the company now operates in 155 countries and territories with more than 950 million cumulative subscribers. DCI also consists of Discovery.com, Discovery Consumer Products and Discovery Channel retail stores. DCI is privately held; ownership consists of four shareholders: Liberty Media Corporation (NYSE: L), Cox Communications, Inc. (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the Company's Founder, Chairman and CEO.

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