



Lone Eagle's Reality Programming Continues to Dominate Canadian Television

FOR IMMEDIATE RELEASE

(Toronto, February 25th, 2004) With the February launch of two new primetime reality series, *Hooked Up* and *The Call*, Toronto based producer Lone Eagle Entertainment continues its dominance of the Canadian air waves in the highly competitive world of reality television. Both Michael Geddes, President of Lone Eagle Entertainment Ltd. and Tom Powers, Vice President Business Development will be attending MIPTV in Cannes in March 29th – April 1st (booth 00.01) until April 2nd with 3 new international primetime series and formats.

Hooked Up is a 6 x 1 hour series that whisks 10 gorgeous women and 10 handsome men off on a journey to find their perfect mate. The show invites viewers to witness the rocky road of love, betrayal and intimate affairs in an unscripted and unpredictably wild series as 20 singles set a course for true love on a multi-week adventure in Canada's Rocky Mountains. The show airs on Craig Media, Canada's largest privately held terrestrial broadcaster. The show premieres on primetime, **Tuesday February 17th**. The series and format are available for acquisition.

The Call is a 13 x 30min series/format that takes a fly on the wall behind the scenes look at the competitive world of casting. Each episode follows three real life actors as they audition for one role in an actual TV production or movie. The series provides an intimate look at up-and-coming stars as they prepare, audition, and wait to hear if they've landed that breakthrough roll. Canada's Life Network, an Alliance Atlantis national network with over 7 million subscribers, has licensed this breakthrough series. The series and format are available for acquisition.

Game On is a (26 x 30 min) weekly sports trivia game show format that disseminates the world of sport trivia and "jock" culture into a funny, fast paced, and irreverent format set in the backdrop of a world where... "Wayne's World meets the Sports World". It is the consolidation of "Guy Culture" where competition, sports, and "buddyisms" reign. To the male targeted audience, the show embraces most of the lowest common denominators among men (unfortunate but true) in a very unique format. Perfect for any territory with a sporting culture and broadcast for 2 seasons on Global Television Network, the format is being launched internationally at MIPTV.

"We are thrilled that three Canadian formats and series are hitting the world stage simultaneously. Our success with the Popstars and Supermodels formats has given our

company great cache in this genre and seeded a big development slate”, says Lone Eagle President and format creator Michael Geddes.

All three series and format rights are available for international acquisition. “We have been receiving a tremendous response from international markets for all of these series and we anticipate making several announcements in the near future on the acquisition of both ready made broadcast and format rights” says Tom Powers Lone Eagle’s Vice President of Business Development.

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 three consecutive seasons of the smash hit series “Popstars”, the #1 rated Canadian show three years running and “Supermodels” in association with Ford Models, N.Y.

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