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Lone Eagle Entertainment is proud to announce 2 million hits for www.popstars.ca

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Lone Eagle Entertainment is proud to announce the success of the Popstars web site. The much acclaimed site built in association with Universal Music Canada features information and chat on the hit television show Popstars and Canada's first female supergroup Sugar Jones, continues to exceed all expectations.

For the period of February 27 to March 27, the site received a record total of 2 million hits! Daily requests on the site have reached an average of 70,558 with an average session length of 6 minutes.

"We are overwhelmed with the success of our site," says Tom Powers, Vice-President of Lone Eagle Entertainment and Co-Executive Producer of Popstars. "Our strategy of integrating our web site with our programming validates and confirms our belief that TV, new media and music are a potent mix," he added.

"It is awesome to see how the powerful combination of a hit TV show, a cutting-edge web site, and 5 ultra-talented girls can create such a strong sense of community online," says Pete Watson, Senior Manager, New Media at Universal Music. "We are thrilled that the Popstars web site has been such a popular place for Popstars' fans to gather and we look forward to further developing the Sugar Jones web site as this project morphs from a hit TV show into a hit record!," he added.

Once on the Popstars site visitors have many options from contests to backstage and onstage information, including teasers, bio's on the judges and photos. As well, visitors can log onto the "Chatterbox" section and share their comments about the television show, the band, the judges or any thoughts or ideas. Also, biographies and photos of all 5 finalists that make up the group Sugar Jones, Canada's newest music sensation are available on the site. The five members of Sugar Jones are:

Sahara MacDonald of Vancouver, British Columbia
Andrea Henry of Hamilton, Ontario
Mirella Dell'Aquila of St. Leonard, Quebec
Julie Crochetiere of Montreal, Quebec
Maiko Watson of Winnipeg, Manitoba

A direct link to the official Sugar Jones web site is available via www.popstars.ca, or by logging onto www.sugarjones.ca

Popstars, which chronicles the selection and development of Canada's first all-girl supergroup, is the most watched Canadian program in Canada among adults and women 18-34. The confirmed hit has won in its time slot every week to date, attracting an average of 1.2 million viewers a week.

"Popstars is sexy, engaging and Canadian!," says Maria Pimentel the award winning producer of the television series.

The 13-part series, which was set to conclude May 6, will now feature three additional episodes. They will air May 13, May 20 and May 27. In addition, Global Television has confirmed its order for a second season of Popstars.

The primetime docu-soap, produced by Lone Eagle Entertainment Ltd., in association with Global Television, follows all the behind-the-scenes drama and excitement of the selection process, which culminates in a recording contract with Universal Music Canada.

Lone Eagle Entertainment is a Toronto based production company that creates and produces highly rated reality television programming.

Popstars airs Sundays on the Global Television Network.

For further information on Popstars, please contact

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