



FOR IMMEDIATE RELEASE

GET READY, CANADA – IT'S TIME TO 'BET YOUR ASS'!

(TORONTO - October 6, 2005) Do you consider yourself a pop culture buff? Are you a self-described expert on modern trivia? Well, how much do you know, and how much are you willing to bet on it? Are you willing to put your ass on the line to prove it? If you answered 'you bet your ass,' then Lone Eagle Entertainment Ltd. is looking for you!

Lone Eagle Entertainment, in association with the Comedy Network, invites pop culture junkies to apply as contestants on Canada's newest and biggest game show, **You Bet Your Ass**, taping in Toronto, November 5th through 10th, 2005. What's in it for you? How about cool prizes, getting on TV and experiencing the thrill of 'betting your ass'. What have you got to lose?

To learn how you can be a contestant, log on to www.youbetyourass.tv. Just fill out the online form, attach a current photo and send it in. Then get ready to 'bet your ass'! Simple as that.

Lone Eagle Entertainment Ltd. is an independent production company based in Toronto, Canada. The company was founded in 1994 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, and **Supermodels** in association with Ford Models, NYC, as well as its formats **Hooked Up** for Craig Broadcasting and **The Call** for Life Network. The company recently wrapped production of the primetime comedy/reality hybrid **The Office Temps**, which was produced in Canada for Global (10 x 60min.) The worldwide format rights for **The Office Temps** are represented by Reveille LLC. Lone Eagle is represented by CAA.

All comedy, of all kinds, 24-hours-a-day, is the mandate of The Comedy Network, Canada's first-and-only specialty comedy service. Launched in October 1997, The Comedy Network offers an unrivalled slate of original Canadian productions, with 44 per cent of its revenues being reinvested in Canadian programming. To more than 4.8 million subscribers, The Comedy Network broadcasts, uncut and uncensored, an eclectic mix of stand-up, sketch, improv, and animated comedy as well as topical comedy talk shows, game shows and classic situation comedies. The Comedy Network is a division of CTV Television. Visit The Comedy Network's Web site at www.thecomedynetwork.ca.

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