



## **FOR IMMEDIATE RELEASE**

### **Lone Eagle Entertainment premieres its new comedy game show format "You Bet Your Ass" on The Comedy Network on Jan. 13<sup>th</sup> at 7:30 PM EST.**

(TORONTO – January 4, 2006) Lone Eagle Entertainment Ltd. in association with The Comedy Network is proud to announce the premiere of its hot new pop-culture trivia show **You Bet Your Ass**. This daring and funny 24 episode, half hour series goes where no other game show has gone before to test contestants' grey matter.

**You Bet Your Ass** is a first of its kind game show that blends the intensity of casino blackjack with a ménage of hilarious pop-culture trivia in wickedly funny question and answer rounds. The game itself features three rounds of wagering points and difficulty on a giant interactive game board where true "casino" gamesmanship and awesome trivia knowledge determine the winner. Irreverent and comical host Stewart Francis along with his stunningly sexy co-host Sitara Hewitt interact with contestants in ways never seen before as they put it all on the line for the chance to "Bet their Ass" and risk it all for cash prizes.

The kick-ass set combined with cheeky categories like "Celebrity Suicides", "Box Office Bombs" and "Sexual Dysfunctions" makes **You Bet Your Ass** the true meaning of "event TV".

"The series combines a big event set, hilarious questions and a great challenge between contestants. Its fast pace and off-the-wall approach will offer viewers something that they have never seen before in a game show series and will be sure to fuel a ton of 'water cooler talk'. It is an exciting and fun format that Lone Eagle was thrilled to produce for The Comedy Network and its primetime schedule" says Michael Geddes, Executive Producer and Co-creator of the series.

"You Bet Your Ass is a game show that combines the rush of high stakes gaming with wise-ass pop-culture trivia", says Brent Haynes, Director of Programming for The Comedy Network. "It's what the people have been demanding since television was invented."

**You Bet Your Ass** will be launching at NATPE 2006, January 24-26 in Las Vegas, where Michael Geddes and Chris Geddes are attending.

**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 aired the primetime comedy/reality hybrid **The Office Temps**, which was produced in Canada for Global Television (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](http://www.thecomedynetwork.ca).

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