



FOR IMMEDIATE RELEASE

Lone Eagle Entertainment announces the second season of its comedy game show format “You Bet Your Ass” on The Comedy Network.

(TORONTO – May 16, 2006.) Lone Eagle Entertainment Ltd. in association with The Comedy Network is proud to announce the second season of its pop-culture trivia show **You Bet Your Ass**.

You Bet Your Ass Season II, continues to bring the heat with its sharp wit, laugh out loud humour and high intensity “casino” gamesmanship in its 26 half hour episode lineup. The game features three rounds of pop-culture trivia, where contestants wager points and “double down” on a giant interactive game board. Players will test their gaming strategy and trivia knowledge as they “Bet their Ass” and risk it all for cash prizes.

Returning to the show is the hilarious and off the wall Stewart Francis and his stunningly sexy co-host Sitara Hewitt, who together, bring the show’s energy and intensity to an untouched level in game show history.

You Bet Your Ass brings the casino to the set, with the contestant blackjack table, spotlights and giant screen. “*Celebrity Suicides*”, “*Box Office Bombs*” and “*Sexual Dysfunctions*” are only some of the outrageous categories viewers can look forward to seeing in **You Bet Your Ass**, Season II.

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.

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