



**LONE EAGLE ENTERTAINMENT AND BULLSEYE TV ANNOUNCE UK
FORMAT DEAL FOR HOT NEW COMEDY 'GAMESHOW' FORMAT
"YOU BET YOUR ASS".**

FOR IMMEDIATE RELEASE

(Toronto, April 19, 2006) Lone Eagle Entertainment Ltd. and Bullseye TV are proud to announce a format deal in the UK for **You Bet Your Ass**, a hot new comedy 'gameshow' format created by Michael Geddes and Chris Geddes of Lone Eagle Entertainment. **You Bet Your Ass** is currently airing on CTV's The Comedy Network in Canada, the 24 x 1/2 hour episodes launched in January of this year.

You Bet Your Ass is a first of its kind game show that blends the intensity of casino blackjack with hilarious pop-culture trivia in wickedly funny question and answer rounds. The game features three rounds of wagering points on a giant interactive game board where true 'casino' gamesmanship and awesome trivia knowledge determine the winner.

"We feel that this cheeky format can be easily adapted to deliver very fresh and highly exploitable content in any market", said Chris Geddes, Vice-President of Distribution and Development at Lone Eagle Entertainment. "We are thrilled to be working with Jorg Roth, Steve Pinhay and Bullseye TV".

"Lone Eagle have hit upon a hot combination – comedy, trivia and gaming – and created an irreverently funny format that can be readily adapted for UK television. We're really looking forward to working with Chris and Michael to bring their brilliantly titled show to a British audience" stated Steve Pinhay, Director of Television at BullseyeTV.

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 primetime television programming. Lone Eagle has produced 3 seasons of the smash hit series "Popstars", the #1 rated Canadian show for Global Television three years running, as well as its formats "Hooked Up" for Craig Broadcasting, "The Call" for Life Network, "Supermodels" and "The Office Temps" for Global Television. Lone Eagle is represented by CAA in Los Angeles.

Established in 1999 **Bullseye Television** is a fast-growing Independent Production and Distribution Company based in London.

Bullseye TV has built a strong reputation for humorous and hard-hitting clip shows including international hits like *Cops Uncut* and *Das Crazy Clip Show*; observational documentaries and series (*The Wedding Planners*, *Zoo For Sale*); sports and gaming (*Ultimate Poker Showdown*, *Natural Born Racers*). A major growth area for the company is the development of quiz and game formats working with key talent and broadcasters in the UK and abroad. Bullseye commissions to date have included series for Five, Sky, Bravo, Trouble, Challenge, Animal Planet and Discovery Health in the UK, the Discovery Network in the US and Spiegel TV in Germany.

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