



FOR IMMEDIATE RELEASE

**CANADIAN GAME SHOW FORMAT 'INSIDE THE BOX'
GARNERS SECOND SEASON ORDER,
DELIVERS STRONG RATINGS**

LONE EAGLE ENTERTAINMENT DELIVERS NEW SLATE FOR TVTROPOLIS

(TORONTO, Canada – February 26, 2007) Lone Eagle Entertainment Ltd. is proud to announce a second-season order of its hit game show format, 'Inside The Box'. Posting substantial ratings gains for CanWest MediaWorks' specialty broadcaster, TVtropolis in its debut season, production on another 65-episode season of the popular gamer will commence in Spring 2007.

'Inside The Box's' celebration of TV trivia makes it a favourite of audiences and a natural fit for TVtropolis, a network dedicated to television's most defining moments. Bolstered by its strong schedule– including 'Inside The Box' - TVtropolis posted the biggest audience gains year-over-year of any specialty channel in Canada in its first six months, including increases of 40% in A18-49 and +22% in A25-54.*

Created by Lone Eagle Entertainment, 'Inside the Box' will be distributed both as finished episodes and as a format worldwide.

'Inside The Box' is a high-tech race against the clock that immerses viewers in the content of iconic TV programming. Memorable shows, actors and TV characters come to life in pressure-filled half hours as three contestants compete to identify images from the TV archives. The winning contestant then goes for broke in the final round, competing against the clock for a cash prize of up to \$10,000 per episode.

"'Inside The Box' is delivering on its promise of giving TV fanatics an action-packed entertaining game that rewards their years of dedicated TV viewing," said Michael Geddes, Executive Producer and President of Lone Eagle Entertainment.

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. The company has produced two hit seasons of the game show You Bet Your Ass for the Comedy Network and looks forward to continued success with its Inside The Box format for TVtropolis. Lone Eagle is represented by William Morris Agency.

*All data BBM Nielsen Media Research, June 5 -November 26, 2006.

For further information, please contact:

Rachel Horvath
Lone Eagle Entertainment Ltd.
(P) 416-351-9111 ex. 22
rachelh@loneagle.net
www.loneagle.tv

Dan Kenning
Global Television Specialty Networks
(P) 204-926-4839
dkenning@globaltv.com
www.TVtropolis.com