



# NEWS RELEASE

## GLOBAL CONTENT COMPANY FORMED BY INDUSTRY VETERANS MICHAEL YUDIN AND CARY GLOTZER VIA NEW JOINT VENTURE

**In Addition To New 26-Episode ‘*Ghost Adventures*’ Order from Travel Channel, Venture’s 4<sup>th</sup> Season of ‘*Pros vs. Joes*’ to Air on Spike TV and Multiple Pilots in Production, Development**

**MY-Tupelo Entertainment to Develop and Produce Original Multi-Platform Entertainment, Reality, Documentary, Sports Programming and Content for Worldwide Media Marketplace**

**NEW YORK, NY, FEBRUARY 18, 2009** – Cary Glotzer and Michael Yudin, looking to further expand their development and production activities in the global multi-platform programming and content arenas, have formed a new joint venture called: **MY-Tupelo Entertainment**. The new venture is the result of combining the interests of their existing companies – **MY Entertainment Company** ([www.myentertainment.tv](http://www.myentertainment.tv)) and **Tupelo-Honey Productions** ([www.tupelohoney.net](http://www.tupelohoney.net)) which is owned by **SCP Worldwide**. The announcement was made today by Mr. Glotzer and Mr. Yudin who will serve as co-presidents of the New York-headquartered MY-Tupelo Entertainment.

MY-Tupelo Entertainment will look to leverage the strengths of both of its founding company’s long-standing track records in the creation of high quality original programming for such networks as ESPN, Showtime, MTV, Lifetime, History Channel, SoapNet, BET and FUSE Comedy Central, Oxygen, Spike TV, Logo, IFC and Food Network, as well broadband content for CBS Radio, AT&T and CondeNast, to name a few. The new venture will develop and produce entertainment, reality, documentary and sports programming and content for television and broadband including both Internet and mobile applications. MY-Tupelo Entertainment brings together under one roof Tupelo-Honey’s experience in remote, live and post-production with MY Entertainment’s heritage in cable channel and broadcast network program development and production, along with its leadership role in the branded entertainment sector.

As well Mr. Yudin is widely recognized as a leading pioneer in marrying high quality television productions with marketers that deliver new revenue streams and added value to both advertisers and networks alike. In this regard, MY Entertainment has specifically produced television series and programming for a variety of such nationally-known brands as Schick, Jenny Craig, Stolichnaya and Reebok, among others.

“Coupling our production facilities and internal resources and MY Entertainment’s development and production background, this new venture makes sense across several key business levels,” said Mr. Glotzer, president, Tupelo-Honey Productions. “Together, we’ll now be able to produce and develop content for multiple platforms more efficiently, allowing us to become an even more formidable source for buyers of programming and content worldwide.”

Remarked Mr. Yudin, president, MY Entertainment Company, “For buyers, MY-Tupelo Entertainment will provide the nimble, creative and independent thinking and personal, hands-on-style of an entrepreneur. However, a significant point of differentiation for the joint venture, we’ll also be able to offer many of the desirable ‘one-stop-shop’ attributes of a large entertainment company including vast experience in television and branded programming, broadband content and deep international perspectives and relationships.”

“When we acquired Tupelo-Honey Productions two-years ago we knew the company had a tremendous opportunity for growth and this is certainly a direct derivative of that,” said Mike McCarthy, partner, SCP Worldwide. “At SCP, we will look to provide the same support and guidance for My-Tupelo Entertainment that we have all our other businesses with the goal of making it the premier content provider in the industry.”

### **MY-Tupelo Entertainment - Network Series Currently in Production:**

- ***Ghost Adventures*** this week has secured a significant renewal for its popular series from **Travel Channel**. This 26-episode network order is one of the largest in the industry over the last two years. The inaugural episode of ***Ghost Adventures*** (October 16, 2008) was one of the highest-rated series premieres for the Travel Channel for both households (HH) and the P25 – 54 demographic. During its eight-episode first season the series significantly increased the channel’s viewership in the 10:00pm timeslot as compared to the prior year.

New episodes of ***Ghost Adventures*** are slated to premiere in June, and will focus scary locations ranging from Eastern State Penitentiary in Philadelphia, PA to Poveglia Island in Poveglia, Italy; and Rose Hall in Montego Bay, Jamaica. During each episode investigators Zak Bagans, Nick Groff and their camera tech, Aaron Goodwin hit the road searching for the most evil, sinister, haunted locations in the U.S. and abroad to investigate, and put themselves face-to-face with evil spirits that have been documented as having injured the living.

- ***Pros vs. Joes*** (partnered with A. Smith and Company) on **Spike TV** which is entering its 4<sup>th</sup> season this April and set for an eight episode run hosted Michael Strahan (New York Giants great) and Jay Glazer (Fox Sports commentator and columnist for FoxSports.com.).
- ***Centerstage*** is the signature show for the **YES Network** and features guests from both the sports and entertainment worlds, from top athletes such as Michael Phelps to top entertainers such as Larry David, Kevin Bacon and Quentin Tarantino. Hosted by Michael Kay, each show focuses on the guest’s love of sports.
- ***Mets Weekly*** is a flagship show for **SNY** – a half-hour weekly show dedicated to the New York Mets. In addition to highlights, ***Mets Weekly*** goes behind the scenes with the Mets players and personnel to give an inside glimpse into the team.
- ***Kids Clubhouse*** is an Emmy Award-winning half-hour show for **SNY** that is produced for younger Mets fans. Filled with instruction and game techniques, ***Kids Clubhouse*** serves to educate and entertain, even for fans of all ages.

- **CondeNast** – Company is one of the largest producers of broadband video content for the publishing giant’s online endeavors including CondeNet’s destination sites of style.com and epicurious.com as well as Vogue.com and newyorker.com. This includes extensive Fashion Week coverage in New York, Milan and Paris for not only the U.S. sites, but for many of the international sites as well.
- **Live Sports Events** – Produces and packages over 65 live sports events for cable networks including Major League Soccer, International Soccer Matches and the National Hockey League games of the St. Louis Blues.

#### **MY-Tupelo Entertainment - Network Pilots Currently in Production:**

- **Family in Tow (CMT)** – Towing companies across the country are family affairs. True American, iconic heroes, these are independent breeds who need to run their lives like their businesses... pedal to the medal, rules be damned. Welcome to the Family in Tow, where we’ll take three families from distinct parts of the US and follow their exploits – from the towing family that began with a rebel who became a self-made man, to the towing family that was started by a hairdresser who wanted to try something new. Each of these will show us the one of a kind way towing families do things – from handling their daily lives to managing their offices to process of rescuing those in need.
- **Bodyguard (Pilot special for FOX Reality Network)** – Half-hour documentary series that follows the professional and personal lives of Carmine Lucariello, Mike (“Mikey G”) Garner, along with their family and crew - Big Mike, Panini, Ninja John, Charlie, Mikey V., Do-Wop Mike, cousin Paulie, brother Anthony and of course Carmine’s girls- Dominique and Nicolette.

As everyone knows, the lives of high-level celebrities are in constant motion and endless flux. Just to trying to keep up with them can be a full time job. But to make sure they’re safe, Carmine and Mikey G don’t just follow them – they have to advance them – know where they’re going, know who else is going to be there, know how to get in and get out – even know where the bathroom is. Even the most fun or innocent sounding events have the potential to go very wrong, very fast. And it’s their job to make sure it doesn’t.

- The new joint venture is also producing un-named pilots for **Sundance Channel** and **Travel Channel**.

#### **MY-Tupelo Entertainment - Programming in Development:**

- **Geek to Chic** – A group of geeky and socially handicapped girls are brought together to be put through their paces and transformed. CeCe Sammy, voice and performance coach to the stars, is known for her unconventional and bizarre methods of unleashing hidden potential within people. Now CeCe is going to be put to the test as she determines whether or not she can use these techniques for music and performance to transform the lives of geeky girls in desperate need of help. Will this experiment work? Only time will tell....

- ***Keeping Up With The Joneses*** – The ultimate money makeover show has neighbors coming up with plans for each other finances. Money management has always been the ultimate taboo and in this timely series, budget is not a four-letter word! We'll sort through piles of bills, cut up the credit cards, clip coupons, brownbag it to work and get after-school jobs for the kids. With the help of financial experts, we'll get the neighbors back on track with cost-cutting strategies that will lead to found money and a healthier financial future.
- ***Beat the IRS*** – The game show that will give individuals and families with back taxes, a chance to satisfy their debt and win cash and prizes. They'll be placed face-to-face with the very agency that they fear, loath, or don't fully understand. Contestants and their families will make their way through three levels of game play, testing their knowledge, agility, and nerve. Every level, completed successfully, will bring them one step closer to the grand prize of never having to pay taxes again!
- ***Not Your Mother's Wedding Show*** – Whether your plan is to get married in the cheese department at Fairway, or you fantasize about re-creating the Roaring 20's or dressing like characters from your favorite movie--if you're not a starry eyed twenty-something or if this time down the aisle isn't necessarily your first...mazel tov! – this is the wedding show for you.

Mr. Yudin and Mr. Glotzer also announced that Joe Townley has been named as COO of the MY-Tupelo Entertainment joint venture. An industry veteran, Mr. Townley has more than two decades of experience in the entertainment and sports television sectors. He most recently served as COO for MY Entertainment Company. Prior to joining MY Entertainment he was with Clear Channel Entertainment Television (CCETV) rising to the position of President in 2004. During his tenure as President, Mr. Townley expanded the division's business to generate over \$25 million in annual revenue.

#### **About Tupelo Honey Productions**

Tupelo-Honey Productions (THP), which is owned by SCP Worldwide and celebrated its 10<sup>th</sup> anniversary in 2008, is a New York-based production company and packager of award-winning television and broadband content. THP has produced a variety of broadcast content for clients such as ESPN, Showtime, MTV, Lifetime, The History Channel, SoapNet, BET and FUSE as well as broadband content for CBS Radio, AT&T and CondeNast. Emmy-Award winning producer Cary Glotzer is President and founder of THP. With over 15,000 square feet of office space in midtown Manhattan, THP is a full-service production and post production facility serving both standard and high definition needs.

Recent broadcast projects have included: *Peach Drop 2009 New Years' Eve Live from Atlanta*, featuring Julianne Hough (syndicated), *Live from the Daytime Emmys*, the red carpet show for Disney's SoapNet, the 2008 MLS All-Star Half-Time Show Concert and the 2007 NHL All-Star Game Concert. Recent broadband projects include a music series for CBS Radio and AT&T with performances from Panic at The Disco, Jason Mraz, Nelly, Hinder and Staind, and on-going coverage of both the spring and fall Fashion Weeks in New York City, Milan and Paris for ConeNast's style.com.

#### **About SCP Worldwide**

SCP Worldwide ([www.scpworldwide.net](http://www.scpworldwide.net)) is a growing sports, media and entertainment company led by one of the industry's elite David W. Checketts and is comprised by some of the leading, most successful executives in the country: Michael McCarthy, Kenneth Munoz, Steve Potter and Dean Howes.

SCP Worldwide consists of properties including: the National Hockey League's St. Louis Blues, the Scottrade Center

and Kiel Opera House in St. Louis, Missouri; Major League Soccer's Real Salt Lake and Sports Radio 700 AM The Zone in Salt Lake City, Utah. The company has also recently opened Rio Tinto Stadium a soccer-specific stadium with related entertainment elements in Sandy, Utah. Additionally, it owns a controlling interest in New York City based Running Subway, a live entertainment company which recently opened the Rock and Roll Hall of Fame Annex in New York City's Soho.

#### **About MY Entertainment Company LLC**

MY Entertainment Company LLC is a leading independent television production, packaging and consulting company. MY Entertainment has produced a wide variety of successful original television programs and series for such networks as Comedy Central, Oxygen, Spike TV, Logo, IFC and the Food Network, including *Pros vs. Joes* (Spike), *Bar Mitzvah of Comedy Central*, *King of Vegas* (Comedy Central), *Tease* (Oxygen) and *Stolichnaya presents BE REAL* (Logo), and *FRAMED* (IFC). Headquartered in New York, MY Entertainment Company was founded in 2000 by its president, Michael Yudin.

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