

MY ENTERTAINMENT'S 'GHOST ADVENTURES' SERIES SCARES UP 2nd SEASON TRAVEL CHANNEL RENEWAL

- **26-EPIISODE ORDER IS ONE OF LARGEST IN TV INDUSTRY IN LAST 2 YEARS;**
- **ALSO REPORTS INTERNATIONAL DEAL AT NATPE WITH FREMANTLEMEDIA**

LAS VEGAS, JANUARY 27, 2009 – MY Entertainment Company LLC has secured a significant renewal, and vote of confidence of the original one-hour series ***Ghost Adventurers*** from Travel Channel. This 26-episode network order – rare, in today's television environment – was announced today in Las Vegas during the annual NATPE Program Conference and Exhibition by Michael Yudin, president of MY Entertainment Company, a leading independent television production, packaging and consulting company.

Additionally, The Travel Channel disclosed that it has reached a deal at NATPE regarding the popular prime time series. FremantleMedia, globally recognized as one of the largest international creators and producers of entertainment brands in the world, has acquired the international distribution rights to all episodes of ***Ghost Adventurers***.

The inaugural episode of ***Ghost Adventurers*** (October 16, 2008) continues to be the highest rated series premiere for Travel Channel for both households (HH) and the P25 – 54 demographic. During its eight-episode first season the series more than doubled the channel's viewership in the 10:00pm timeslot as compared to the prior year. (TRAVEL CHANNEL QUOTE)

The new season of ***Ghost Adventurers*** is slated to premiere in June. Second season episodes will focus on such scary locations as La Purisima Mission in Lompoc, CA; Eastern State Penitentiary in Philadelphia, PA; The Bird Cage Theatre in Tombstone, AZ; Poveglia Island in Poveglia, Italy; and Rose Hall in Montego Bay, Jamaica.

During each new episode of ***Ghost Adventurers***, investigators Zak Bagans, Nick Groff and their camera tech, Aaron Goodwin – who also starred in an award-winning documentary feature of the same name – 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. During these investigations the three use their trademarked *Raw* technique while “locked down for dusk to dawn” inside these haunted locations, armed only with night-vision cameras and digital recorders. Viewers who dare to watch feel as though they're right there with them.

Said Mr. Yudin, “We're pleased to continue our relationship with Travel Channel, and are proud of Zak and his crew as it is very special for a series to be renewed for 26 episodes.” He added, “The underlying theme for all of the network programming MY Entertainment has created is

that it is compelling entertainment which has consistently generated initial viewer interest and then built a loyal viewership for the long haul.”

In addition to Mr. Yudin, ***Ghost Adventurers*** is executive produced by Joe Townley, Zak Bagans, and Nick Groff, for MY Entertainment. The executive producer for the Travel Channel is Charlie Parsons.

About MY Entertainment Company LLC

MY Entertainment Company LLC, is a leading independent television production, packaging and consulting company. MY Entertainment has specifically produced television series and programming for a variety of major brands including Schick, Jenny Craig, Stolichnaya and Reebok. Original programming has premiered on 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. Mr. Yudin is recognized over the last three decades as a pioneer in marrying high quality television productions with marketers that delivered new revenue streams and added value to both advertisers and networks alike.

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