

Press Release 6 February 2004

LION MAKES MAJOR REALITY SERIES FOR FOX

The UK's most-commissioned production company¹ LION TELEVISION continues its growth in America with **Playing It Straight**, a major commission for the **Fox Broadcasting Corporation**. With offices in New York and Los Angeles, Lion has produced – in just over a year - more than 100 hours of programming for US broadcasters including Fox, PBS, The Learning Channel, The Discovery Channel, Discovery Health, Style, Animal Planet, Court TV, The History Channel and Bravo.

One beautiful single woman. 14 sexy bachelors. A million-dollar prize. Think you know where this is going? Think again. Things aren't exactly as they appear as this young lady and the viewing audience are put to the test to determine which guys are straight and which guys might be just **Playing It Straight**.

This nine one-hour unscripted series may have a twist, but the rules are simple: if a straight guy is the last man standing, the couple splits the money. However, if a gay guy fools his way to the finish line, he leaves \$1 million richer.

The series follows single gal Jackie, a college student from Wisconsin as she embarks on a dating adventure. Jackie's suitors are 14 men – some looking for love, some on a quest for money – who vie for Jackie's affections by participating in group activities and one-on-one dates that will simultaneously tempt her heart - and her instincts. With serious cash up for grabs, first impressions have never been more important.

Jeremy Mills, joint Managing Director, Lion Television, and President, Lion Television Inc, says: "This show takes the standard search for Mr Right and adds a completely new dimension. The straight guy wants to win the heart of the lady and share the money. But the gay guys have other plans and aim to make sure that hardly anything is what it seems. With a series of reveals and eliminations, intertwined with plotting and duplicity, **Playing It Straight** will turn viewers' perceptions upside down.

"**Playing It Straight** defines what we do best in the US market – creating innovative shows developed and made for an American audience. In our one short year in America this approach has reaped significant rewards – we currently have over 50 hours in production for US broadcasters. By making programming for the market in which we're working, rather than importing

UK ideas, we have become part of the US television landscape. And of course, many of our US formats have international application.”

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Playing It Straight was commissioned by Mark Darnell, Executive VP, Specials and Alternative Programming at Fox, through the William Morris Agency. It is executive produced by Jeremy Mills and Ciara Byrne.

The series premieres on Fox from **Friday 12 March 2004** (8:00-9:00 PM ET/PT). Both the series and the format are being distributed internationally on behalf of Lion by Fox World (excluding the UK, to which Lion controls the rights).