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TELEVISION | JOANNE OSTROW

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## High Noon expands.

Denver-based High Noon Entertainment, a hugely successful producer of reality TV, is stepping up its game on both coasts. The company, currently is in business with 10 networks — from "Tough Love" on VH1 to "Unwrapped" on Food Network to "House Hunters" on HGTV — is expanding its New York operation.

Art Edwards, High Noon's executive producer for "Cake Boss" on TLC, "Last Cake Standing" on Food Network and other shows, assumes responsibility for program development and oversight of projects on the East Coast.

Aiming to grow beyond the cable universe, the company currently has pitches before broadcast networks as well. High Noon CEO Jim Berger predicts he'll have a deal with a broadcaster "within a year."

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