

*****PRESS RELEASE*****

23 March 2010

HIGH NOON'S BRAND NEW FORMAT **IF SHE COULD ONLY HEAR ME SING** LAUNCHES WITH PASSION!

Prolific US based production company High Noon Entertainment, with global successes including VH1's current high-rated show TOUGH LOVE, confirmed today they are working with Passion Distribution on the international launch of their newest and extremely exciting format **IF SHE COULD ONLY HEAR ME SING**. Passion Distribution's Sally Miles, High Noon's Jim Berger, and Pierre Brogan at CAA brokered the deal in time to launch the format at MIPTV.

Miles says: "It is the smartest, simplest formats that work in the international market and a show you get just from hearing the title is rare and highly marketable!!!! **IF SHE COULD ONLY HEAR ME SING**. Passion has wanted to work with High Noon since we launched in 2008 and I am so excited we have found a project to work on together that we are all so passionate about."

Berger says: "At High Noon we pride ourselves in creating shows in the relationship space that tap into pop culture. This format fuses performance with romance in an unorthodox way."

IF SHE COULD ONLY HEAR ME SING is not just a dating show! Passion and High Noon declined to say more about the mechanics of the show. Interested parties will have to contact Passion! And word has it you may hear a few singers along the croquette at MIPTV trying to get your attention and perhaps a date with a TV executive!

Passion has seen a growth in its format business and continues to make this a focus for 2010. Previously reported format DAD CAMP was acquired by Passion in January 2010 from MTV Networks and has now been optioned in a further two territories including Fremantle in Australia and Endemol in Germany (previously reported Endemol France and Nordisk Film in Nordics). Another new format for 2010 is hidden camera show / gameshow WITNE\$\$ picked up prior to MIPTV by Eyeworks in the UK and a soon to announce deal in France.

High Noon Entertainment are storytellers, particularly strong at discovering real people who are bigger than big, and extremely skilled at creating formats around them. This one-two punch makes them one of America's leading suppliers of unscripted/reality television, scheduled to deliver more than 400 hours of programming for the 2010-11 television season! Behind the creative scenes, High Noon are very proud of their collaborative relationships with their networks, producing partners, and on-air hosts. Their talent list of television experts runs the gamut, from Food Network's Rachael Ray and Guy Fieri to VH1's Steve and Joann Ward; TLC's Buddy Valastro to History Channel's Terry Schappert; WEtv's Charles Stuart Platkin to DIY's Chris Grundy. High Noon is laser-focused on creating the most contemporary and entertaining hits on television. They're a large-scale creative house that work with only the best producers, directors and editors in the business.

Passion Distribution was officially launched by its founder and CEO, Sally Miles, in 2008. This unique, boutique and intimate style international distribution business represents great content and formats on behalf of UK and North American producers and broadcasters. London based Passion Distribution specialises in popular quality programming and formats in genres including Factual Entertainment, Reality, Documentaries, Lifestyle, Game-shows and Comedy. Passion Distribution has exclusive distribution agreements with several broadcasters and production companies including Scripps Networks International, Lifetime and World of Wonder and works with many others both in the UK & US. Having built a catalogue with over 1,000 hours in its first year, Passion Distribution is active in pre-selling , finding co-pro partners and deficit funding.