



**FROM THE CREATOR OF THE HIT TELEVISION SHOW
"AMMO AND ATTITUDE"
COMES THE NEW ORIGINAL REALITY SHOW**

**THE
RIGHT
STUFF**



the Shipman Agency



VERSUS

The outdoor reality TV show you have all been waiting for comes to Versus with Executive Producer, Stephanie Shipman and The Shipman Agency, Inc. Ms. Shipman, a 30 year Hollywood veteran, brings bigger than life, true reality to outdoor programming with hits such as Ammo and Attitude and now "THE RIGHT STUFF". The Show will feature twelve men that are experienced in various outdoor disciplines, specifically encompassing a military flare competing until there is only one winner standing!

THE RIGHT STUFF is an outdoor television original property and the first of its kind in reality outdoor programming. A true men only outdoor oriented reality show that is based on each men's/teams abilities in the outdoors. This is "Survivor" meets "The Apprentice" Outdoor Style with a Military flare.

Contestants will compete in disciplines that will range from shooting sports, various hunting techniques, wilderness survival, trekking and overall sporting challenges. The Hosts of the Show, and panel outdoor industry leaders will judge and decide the fate of each individual /team participant after each competition. Judges base their decision on their personal abilities and skill levels as outdoorsmen. At the end of each competition someone will be judged off the show and will be eliminated. The final contestant will be named the champion and walk away with thousands of dollars in prizes!

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THE RIGHT



VERSUS CELEBRATES REAL COMPETITION ACROSS ALL PLATFORMS.

VERSUS.com, VERSUS on Demand and VERSUS HD

Now in more than 73 million homes, the network is the national cable home of the National Hockey League (NHL) and the Stanley Cup Playoffs as well as best-in-class events such as The Tour de France, Davis Cup Tennis, the Professional Bull Riders (PBR), World Extreme Cagefighting (WEC), the Indy Racing League and Professional Boxing.

The network also offers collegiate sports featuring nationally-ranked teams from top conferences such as the Pac-10, Big 12, Mountain West and Ivy League.

VERSUS features the best field sports programming on television and is a destination for sports fans, athletes and sportsmen to find exclusive, competitive events that audiences can't find elsewhere.

VERSUS, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK), is distributed via cable systems and satellite operators throughout the United States.

Demographics

- ◆ Primarily 70% male 30% women.
- ◆ Age: 18 to 65
- ◆ Income: \$65K/annum 43% earn over \$75K/annum
- ◆ Lifestyle: 62% own their home
- ◆ Education: 40% post-secondary graduates
- ◆ Habits: Spend more than 15 days/year outdoors

Want your product and services to be showcased on this runaway hit television show?

The following Show Sponsorships are currently available for the 2011 Fall season:

- ◆ Presenting
- ◆ Closed Captioning
- ◆ Regular Sponsor: 30 commercial spot
- ◆ Beginning / Ending Billboards
- ◆ Bumper Ad "This portion brought to you..." (3 Bumpers per show)

For more information on sponsorship contact
Executive Producer/Owner of Ammo and Attitude,
Stephanie Shipman direct at 979-220-7700 or hollywood@tconline.net

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