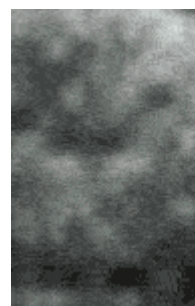
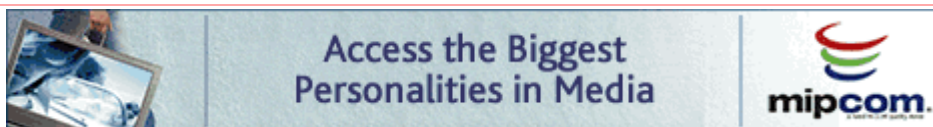


October 12, 2007

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## News

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2007-09-19

### Bennett Media Worldwide to Debut National Lampoon HD Program

LOS ANGELES, September 19: Bennett Media Worldwide will launch the new one-hour high-definition driving adventure program *National Lampoon's Great American Run* at MIPCOM this year.

Inspired by the Hollywood blockbuster *Cannonball Run*, the program features hardcore driving enthusiasts as they face a series of extreme mental and physical challenges that test the spirit and staying power of driver and machine.

"*National Lampoon's Great American Run* combines the always fascinating appeal of exotic cars with action/adventure stories, making this special interesting and gripping for audiences," said Casey Bennett, the president of Bennett Productions. "We are confident that the special will meet the demands of our global partners and we look forward to introducing the program at this year's market."

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