

Cynopsis: *International*

3/06/07

Good Morning. It's **Tuesday, March 6, 2007**, and this is your first early morning **International & Multicultural** briefing.

INTERNATIONAL MARKET:

The global distribution and format rights to Seasons one and two of **Spike TV's Pros vs. Joes** (20x60) have been picked up by **MY Entertainment Company**. MY Entertainment is headed up by Michael Yudin, who is both President of the company and managing director of Carat Entertainment. He is also the show's exec producer. The show, which will be offered as completed or as a format, has a bunch of regular Joes competing in different sports against Hall of Fame athletes and sports legends.