

## **MY Entertainment Bags Rights to Spike TV Series**

NEW YORK, March 5: MY Entertainment Company, a production and distribution firm headed up by Carat Entertainment executive Michael Yudin, has secured the international distribution and format rights to the first two seasons of Spike TV's *Pros vs. Joes*.

Yudin is an executive producer of the show, as well as president of MY Entertainment and managing director of Carat Entertainment, the branded entertainment division of Carat Group.

MY Entertainment Company will be offering the completed and format rights to the show at SPORTEL and at MIPTV. It features regular guys competing in a variety of popular sports against an array of Hall of Fame athletes and sports legends. Yudin will work closely with Carat's global network of offices (part of the Aegis Group) to develop advertiser sponsorship opportunities for *Pros vs. Joes* broadcast partners in key territories worldwide.

Yudin commented: "The *Pros vs. Joes* series concept easily lends itself to format sales as nearly every country in the world has its own popular professional sports and revered athletes. No matter the sport, or the language that is spoken on the field, who hasn't dreamed of having the chance of going one-on-one with their sports heroes?"