

PAX TV's Got Game with Two Original Series 'On the Cover' and 'Balderdash'

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Contestants Test Their Pop Culture Know-How and Comedians Strut Their Bluff In Exciting New Game Shows Premiering in Summer 2004

WEST PALM BEACH, Fla.--(BUSINESS WIRE)--April 15, 2004-- PAX TV (AMEX:[PAX](#) - [News](#)) will launch this summer two new half-hour primetime game shows, "On the Cover," a fast-paced pop culture trivia contest produced by Western International Syndication, and "Balderdash," a co-production by The Hatchery, led by industry veteran Margaret Loesch, and Mattel Entertainment, based on Mattel, Inc.'s (NYSE:[MAT](#) - [News](#)) hilarious best-selling board game. PAX TV has placed initial orders for 26 weeks of each of the strip series.

Stephen Appel, President of Sales & Marketing, PAX TV Network, said, "These two game shows are a key part of a new fall lineup that are being developed as a result of the announced NBC/PAX program consulting agreement. We think these two programs will broaden the PAX audience and help develop positioning, branding and sales for the network."

"We are very excited about the opportunity to produce 'On the Cover' for PAX TV," said Lisa Jones Johnson, Executive Vice President, Development & Operations, Western International Syndication. "With its fast pace and questions based on the covers of some of today's hottest magazines, CDs, DVDs and books, 'On the Cover' should resonate with PAX's core audiences and with new viewers."

"'Balderdash' is a great game format for television - the perfect blend of fast-paced competition with lots of laughs for every member of the family," said Margaret Loesch, Managing Partner, The Hatchery, LLC. "In addition to the play-along excitement for home viewers, it's a comedy showcase, and we plan to make it a must-stop for popular and upcoming comedy talent."

Steve Ross, Senior Vice President Worldwide Entertainment & Business Development at Mattel said, "We are really excited to be able to translate this entertaining, fast-paced board game into our first television game show that is appropriate for the entire family. Already a best-selling board game, 'Balderdash' can now be equally as popular in a new, fresh format."

About "On the Cover"

Slated for an early launch this summer, "On the Cover" pits three contestants against one another in a whirlwind trivia contest based on images from the covers of today's most popular magazines and the latest CD and DVD releases. Contestants compete in three rounds with the highest scoring contestant advancing to the final "Grand Prize Round" where they attempt to correctly answer four questions in exchange for four word clues that make up the "mystery cover." If the contestant solves the puzzle, they win the game and the coveted grand prize that also touts a pop culture theme.

Shot in Los Angeles, "On the Cover" is a production of Western International Syndication. Lisa Jones Johnson, Jonathan Barry, a veteran game show producer ("Who Wants to Be a Millionaire" and "Win Ben Stein's Money"), and Rick Leed, the original developer for "On The Cover," are executive producers.