



## HERE! INTRODUCES COVER GUY

*Male Modeling competition poised to heat up the network*

**March 4, 2008** – here!, America's premium gay television network, presents the network premiere of *Cover Guy*, a sexy and entertaining male modeling competition. The show is set to make its premiere on the network on **March 21<sup>st</sup>**.

In the same mold as Tyra Banks' *America's Next Top Model* and Bravo's *Project Runway*, *Cover Guy* pits together a variety of bulked-up and gorgeous guys vying for the prize of becoming the next face – and body – of Ginch Gonch underwear. In addition, the winner will be featured on the front cover of an array of magazines and win a one-year membership to Goodlife Fitness Clubs.

An open call was held in Toronto where qualified judges were able to pick the top candidates. Subsequently, these contestants are put in a series of modeling competitions that cover the runway and all sorts of photo shoots in (and out!) of various attire. Cameras interview and follow these studs as they prep for challenges and the competition begins to sizzle.

They will be boldly judged by four of the biggest and most prominent names in the fashion industry, including former top male model **John Nightingale**, recognized fashion editor **Jim Armstrong** and the fabulous transsexual television personality **Nina Arsenault**. Hosting *Cover Guy* will be Canadian reality TV star **Mathieu Chantelois**, who has gone on to star in several television projects as well as wear the title of Editor for the movie magazine *Famous Quebec*.

"Picking up on the vein of mainstream supermodel competition-based reality programming, here! is proud to introduce the gay-model based *Cover Guy*. It is one of those 'guilty pleasure' TV shows featuring boys willing to strut their stuff and take it off for a chance at a cash prize and modeling opportunity. With *Cover Guy*, here! continues to offer wonderfully diverse programming appealing to the diverse preferences and interests of our audience," says Mark Reinhart, Executive Vice President of Acquisitions and Distribution for here! Films.

here! seeks to provide a fresh look at the reality programming genre for its viewers, with *Cover Guy* giving us an in-depth view at the lives of gorgeous hunks seeking fame in the competitive world of modeling. The network hopes to catch all of the emotion and intensity both in front of the camera and behind the scenes as it plays out. Either way, the action, the competitive fires stoked and – most of all – the buff bodies in *Cover Guy* are sure to make this here! network premiere one that is definitely worth watching!

### **About here!**

Founded in 2002, **here!** airs on all major U.S. cable systems as a 24-hour subscription service. **here!** appears in 96 of the top 100 U.S. markets, including every top ten market. **here!** also was the first gay network originating in the U.S. to launch in Canada. **here!** offers a wide variety of groundbreaking and acclaimed original movies and series plus the world's largest collection of gay and lesbian films appealing to the broad-based, diverse LGBT audience. **here! Video**, the broadband portal of **here! Networks** found at [www.heretv.com/videoplayer](http://www.heretv.com/videoplayer), provides a broad sampling of here! programming. For more information on how to subscribe to here!, please visit [www.heretv.com](http://www.heretv.com) or call our toll free number at **1-888-HERE-NOW**.

### **Contacts:**

Luis Lopez  
here! Networks  
212-920-2871  
[luisl@heretv.com](mailto:luisl@heretv.com)