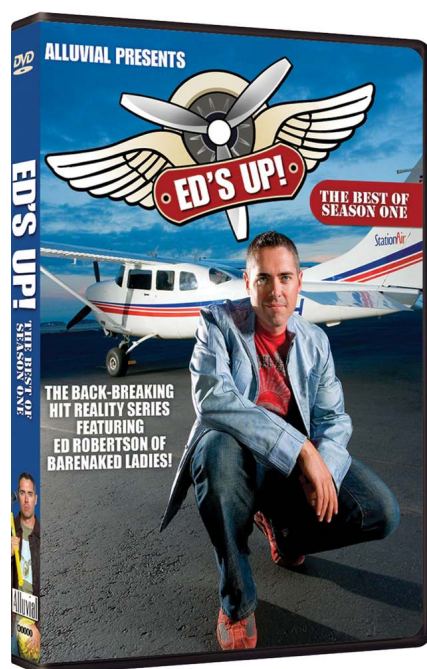


# Alluvial

PRESENTS

## Ed's Up

THE BEST OF SEASON ONE



Approx. 189 Minutes

Color

Street Date: April 6, 2010

Suggested Retail Price: \$19.98

SKU: D6050

FOR MORE INFORMATION, PLEASE CONTACT:

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Julian P. Hobson

Director of Business Affairs and Acquisitions

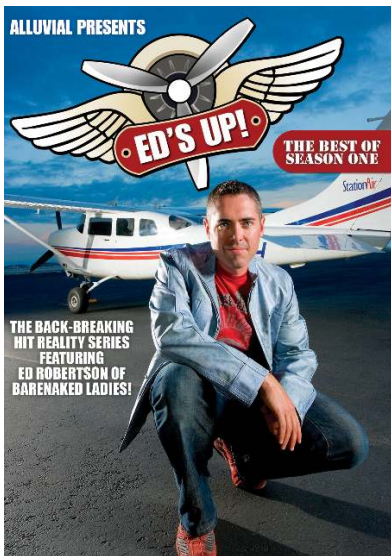
Telephone: 323-460-4661, (x125)

E-mail: [jhobson@villagelighthouse.com](mailto:jhobson@villagelighthouse.com)

FOR IMMEDIATE RELEASE

## Barenaked Ladies Frontman Stars in Alluvial's Next DVD Release

Ed Robertson Hosts a Series of Jet-Fueled Adventures in *Ed's Up: The Best of Season One*



Los Angeles, California — March 1, 2010 — **Barenaked Ladies** co-founder and frontman **Ed Robertson** steps away from the rock scene and trades stadiums for steel-toed boots as he flies into an adventure of grueling on-the-job challenges in **Alluvial's** next DVD release *Ed's Up: The Best of Season One* in stores April 6, 2010. Produced by Toronto-based **Peace Point Entertainment Group**, the popular *Ed's Up* series is now in its third season on Canada's **OLN**. The series teaches the iconic Canadian rock star how hard the work-a-day life can be as he takes on the toughest of jobs with his trademark good humor and down-to-earth attitude. The new DVD is the first in a series that features the best episodes from each season of *Ed's Up*.

Throughout the first season, Robertson, a rock star whose band has sold more than 12 million albums and has been showered with awards, logged flight-time in his Cessna airplane, crossing Canada to tackle a series of demanding tasks. In each episode, Robertson, an avid recreational pilot, receives a set of GPS coordinates from a "mystery person," who clearly wants to see him sweat it out! He

*"Fear Factor without the larvae"*  
- National Post (Canada)

then flies to the unknown location and has to immediately get to work. These jobs are very physical and at times incredibly dangerous.

But why would an international rock star risk life and limb doing these crazy challenges? Simply put, this series gives Robertson a chance to prove to himself and the world that although he's a pampered celebrity, he's tough enough to work alongside some of this country's unsung heroes. Will this soulful musician from Scarborough, Ontario hack it, or get sent packing? From rock star to real tough guy, see what happens when Robertson puts down the guitar, takes to the skies and slogs away in some very un-rock star occupations. The new DVD features nine of the 13 episodes in Season 1 showing Robertson doing such taxing jobs as cod fishing, building cars on an assembly line, training with the armed forces, mining for gold, replacing railroad ties, working as a prison guard, building bridges and more!





High-resolution imagery and a press kit with additional information about the short films are available online at: [www.VillageLighthouse.com/EdsUp](http://www.VillageLighthouse.com/EdsUp). The suggested retail price of *Ed's Up: The Best of Season One* is \$19.98 and the running time is approximately 189 minutes. The DVD includes a photo slideshow and links to *Ed's Up* and Barenaked Ladies websites. It is available for prebooking online at Amazon.com and will also be available at local community retailers upon release. Screeners are available upon request.



#### **ABOUT ED ROBERTSON**

**Ed Robertson** is the founding member of the band Barenaked Ladies and plays guitar, sings, writes, raps, drums – and flies! The band has sold over 12 million records, achieved a U.S. number one single, and received two Grammy nominations and seven Juno Awards. As an actor, Robertson has appeared in the films *Charlie's Angels: Full Throttle*, *The Wrong Guy*, *Love, Sex, and Eating the Bones* as well as such TV shows as *Charmed*; *2 Guys, a Girl, and a Pizza Joint*; *MadTV* and *Dennis Leary's Merry @\$\$% Christmas*.

#### **ABOUT PEACE POINT ENTERTAINMENT GROUP**

**Peace Point Entertainment Group** is a Toronto-based independent producer of cutting-edge television content for the worldwide market. To date, the company has produced well over 400 hours of television content with distribution in over 35 international markets. Current shows in production and/or airing include *Ed's Up* (OLN Canada), *Bump!* (LOGO, OUTtv), *Food Jammers* (Food Canada), *Fresh with Anna Olson* (Food Canada) and *Realty Obsessed* (TVtropolis). The company creates, finances, produces and distributes popular television programming in a variety of genres including doc, lifestyle, reality and drama. Additionally, Peace Point is a shareholder of OUTtv where Tomlin also sits on the board. OUTtv is a national Canadian digital channel.

#### **ABOUT OLN**

**OLN** is specialty television station in Canada offering viewers a one-stop destination for adrenaline pumping action and adventure entertainment. From original Canadian hit reality, adventure, and travel series (*Mantracker*, *Departures* and *Survivorman*) to internationally acclaimed sporting events such as: *Tour de France*; OLN takes viewers on intense, rugged journeys across Canada and around the world. OLN is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information, visit [www.OLN.ca](http://www.OLN.ca).

#### **ABOUT ALLUVIAL**

**Alluvial** is an entertainment distribution division of Los Angeles-based Village Lighthouse, Inc. With a program library including feature-length films, short film compilations, stage shows and television series, Alluvial prides itself in offering hard-to-find content through its international DVD, broadcast, download-to-own and video-on-demand distribution. And while its collection includes award-winning titles, Alluvial believes firmly in its mission to share work from artists whose impressive skills have yet to be widely discovered.

#### **ABOUT VILLAGE LIGHTHOUSE**

**Village Lighthouse, Inc.** is a leading manufacturer, distributor and retailer of consumer products that specializes in publishing and film distribution. Based in Los Angeles, its wholesale divisions, including **10%**, **Alluvial**, **PROVOCATEUR**, and **N10Z (Intense)** distribute greeting cards, calendars, books, posters, postcards, movies, magnets, male pheromones, cologne and other paper products internationally to over 500 accounts.

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## Log Line

Ed Robertson's latest tour trades stadiums for steel-toed boots hosting a new jet-fueled adventure-filled series that has him tackling a series of on-the-job challenges

## What is *Ed's Up*?

What happens when you take a famous rock-star off centre stage and give him a slick new Cessna, GPS coordinates and a charity mission? You get *Ed's Up*: a new jet-fuelled, adrenaline rush of a television series that takes us to off-the-beaten track locations loaded with macho local characters and surprise.

International rock star and avid recreational pilot Ed Robertson, leader of *The Barenaked Ladies*, has signed himself up for a high flying, get down-and-dirty journey of a lifetime. He's agreed to become a goodwill ambassador-of-the-sky flying about North America to be put up to be a fish-out-of-water and do true rugged-man's work for charity. At each off-the-beaten-path fly-in, Ed endures these difficult and memorable 'day-in-the-life' experiences for the greater cause – helping kids with cancer.



Watch and see rock star Ed struggle as he walks a mile in some of the toughest steel-toed shoes in the country. Over the course of the series audiences watch him struggle to the point of pure mental and physical exhaustion. They watch him overcome hardship to succeed but sometimes he fails too. In the end it's all for the greater good. Upon completion of the season, Ed will have tremendously helped the cause – achieved awareness for Camp Oochigeas and as a goodwill gesture, OLN will donate a generous gift to the camp at the end of the series. Oochigeas is a summer camp for children suffering from cancer.



Given no more than a GPS position that is pre-determined by the producers, our rocker travels by modern Cessna to where X marks the spot! Little does he know that the X is not always an airport...we'll have him literally dropping in on unsuspecting golfers, field raves, tractor-pull derbies, pig roasts or even an outdoor wedding –whether he's wanted there or not...or we may have him land in the middle of nowhere like on the Alberta ice flats, alongside a pipeline or on water with float pontoons... if there's a strip of hard flat surface, it's fair game. Each time a different landing scenario ups the adrenalin rush and the subsequent drama and humor of Ed using his wit and charm to deal with the situation awaiting him outside the cockpit.

Though all episodes are pre-arranged and largely staged, Ed is as in the dark as the audience as to what grueling job may lay ahead for Ed at each fly-in. Once Ed is met by his local contact, he's immediately orientated and immersed in the local culture. Ultimately he's put up to two jobs determined by the town folk themselves...maybe the miners want to finally prove that their work is harder than the foresters' or the lobster fishermen who want to see Ed struggle more at their everyday task than the meat packers. The day-in-the-life jobs could range from working as a prospector up in blackfly infested Northern Ontario or on herding cattle and shearing sheep in the West... to working a fishing trawler or an oil rig in the East.

The people, their stories, the local flavor, the scenery and the adventures in *Ed's Up* are as diverse as the country is wide. With wings to get him there, there's no limit to where Ed can fly and what high-flying adventures he may face on his journey. And along the way, there's always time for fun: the locals love nothing more than initiating the newbie – especially when he's such a fish out of water. Watch out Ed, you may even have to sing a diddy or line dance to keep the locals entertained!

Sure you get stunning vistas, breathtaking aerial views and sunlight gleaming off the wings of the plane but more importantly you get a rush; a rush that only the smell of jet fuel and the thrill of the unknown can elicit. Rock and roll star, Ed Robertson flies into the sunrise for the ultimate layover on *Ed's Up*.



## HOST: CALL HIM, ED

Ed Robertson is our modern day cowboy... a high flying frontiersman who will not be your 'typical' stand-and-deliver host. His interactions and dialogue will be improvised and totally natural, allowing Ed to react spontaneously to the unexpected and let his winning personality shine through. Ed is especially excited about 'being himself' to show the audience there's more to Ed Robertson than just the rock star! Ed has a passion for flying; is game for adventure; possesses a genuine curiosity about everything; thrives on the adrenaline of hanging with macho types.



Ed is the founding member of the band the *Barenaked Ladies* and plays guitar, sings, writes, raps, drums AND flies! The youngest of five siblings, Ed learned guitar in grade 4 so he could play Kenny Rogers and other 'really old' country music. Musically, he's completely self-taught. Ed married his high school sweetheart Natalie and still lives in their hometown of Toronto with their three children. Ed is living the dream.



He's an international rock star...

- Over 12 Million Records sold
- USA Number One Single "One Week"
- 2 Grammy Nominations
- 7 Juno Awards
- 2 Gemini awards
- 1 World Music Award
- 1 Oscar Nomination... hopefully.

An accomplished actor...

- Charlie's Angels: Full Throttle
- The Wrong Guy
- Love, Sex, and Eating the Bones



Appeared on TV Shows...

- The Late Show with David Letterman twice
- The Tonight show Leno (3 times)
- Late Night with Conan (8 times)
- Saturday Night Live
- Regis and Kelly (6 times)
- Rosie O'Donnell
- Good Morning America
- The Today Show
- 2002 Olympics NBC Coverage
- 90210
- Sharon Osbourne
- The Daily Show
- Charmed
- 2 Guys, a Girl, and a Pizza Joint
- MadTV
- Dennis Leary's Merry @@@\$%@ Christmas
- Gary and Mike



An in demand artist, with sound tracks for...

- EdTV
- The Grinch
- American Pie
- Chicken Little

## EPISODE SYNOPSES

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### **“Ocean Survival in Halifax, Nova Scotia and Forester in Red Lake, Ontario”**

The plane touches down in Halifax, Nova Scotia, where Robertson is immediately put into action at Survival Systems, a company specializing in emergency simulation devices and safety survival training programs for the offshore, marine, aviation and industrial sectors. For every person who wants to work offshore, passing this training is mandatory and can mean the difference between life and death. While the program teaches the skills required to survive crashing a small craft in the ocean, Robertson takes the training very seriously.

Next, he's off to Red Lake, Ontario to work with a forester clearing trees for mine and resource development. With a chainsaw in hand, he better be on the ball or risk losing his fingers – and his livelihood. If he can impress the boss he will work his way up to driving the big clearing machines – and away from the back-breaking labor of cutting by hand.

### **“Prison Guard, Kingston, Ontario and Bridge Construction Happy Valley-Goosebay, Labrador”**

GPS coordinates lead Robertson to Kingston, Ontario, where he is ushered to the Collin's Bay Penitentiary. He's almost immediately thrown up against a mat, with his arm twisted behind his back and he quickly realizes that in this challenge, he better keep his wits about him. After training, he is put to work guarding the general population. Keeping the peace takes on a whole new meaning in this life and death scenario.

Upon receiving his next set of coordinates, it's off to the remote corner of Labrador to join the biggest highway construction project in the region's history. The bridge and causeway that they are building will cross the Churchill River, spanning 244 meters. Nine meters off the ground, Robertson works securing sections of the bridge while a giant crane swings the pieces – each weighing 20 tons – into place.

### **“Forest Fire Academy in The Pas, Manitoba and Grain Handling in Thunder Bay, Ontario”**

In The Pas, Manitoba, Robertson joins the region's forest fire fighters “initial attack crew.” After learning helicopter hover exits, he has to run through the forest with a fully loaded backpack weighing 34 kilograms and join the crew in a simulation complete with smoke canisters and water bombers. While they arrive on site to set up and extinguish the fire, the water bombers prepare to douse the entire area in foam. Complete concentration and nerves of steel are required while this exercise unfolds.

The next set of mystery coordinates lead to Thunder Bay, Ontario, where Robertson works at a massive grain silo on the shores of Lake Superior. This is dusty, sweaty work unloading train cars, pushing conveyer belt controls and rolling the shoots to different silos. But he better stay on the ball or risk serious injury.

### **“Fleet Diving Unit in Dartmouth, Nova Scotia”**

Upon arrival in Dartmouth, Nova Scotia, Robertson finds out that this is going to be an excruciating day: working with one the most elite units within the Canadian Navy. This unit (called the “fleet diving unit”) uses their skills to protect, maintain and repair the navy's ocean vessels from threats including underwater mines, damage from collisions and fires. He begins his day with a jog that would exhaust an experienced runner. Then a 45-minute swim in a heavy, restrictive wetsuit pushes Robertson to the brink. Will he sink or swim?

In the afternoon, he is suited up and sent into the dunk tank for underwater problem-solving training. As his body reacts to the increased pressure underwater, his mind has to remain focused. A small mistake here could be dangerous in a real-life situation. Back on dry land and in the fire simulator, Robertson fights a real blaze inside of a mock-up of a battle ship.

### **“Cod Fishing in Hermitage, Newfoundland and Aquaculture in Cove-Boxy, Newfoundland”**

Robertson’s coordinates take him to a deserted strip in Hermitage, Newfoundland. Here, fishing is a way of life. He sets out on a commercial cod fishing boat where he has to work fast getting the fish out of the tangled nets. When they get back to port, Robertson follows his catch into processing and packaging.

The next day, Robertson’s off to Cove-Boxy, Newfoundland, to work on a fish farm. His job is to maintain farmed fish in their open water penned habitats. From feeding to disease control, he finds out just how difficult it is keeping the fish happy.

### **“Battle School in Kentville, Nova Scotia”**

Robertson arrives at Camp Aldershot, which the Canadian Armed Forces refers to as “Battle School.” This is where army recruits who have completed basic training go to prepare them for active duty in Afghanistan. He follows the soldiers through various obstacle courses and combat scenarios complete with live ammunition, screaming sergeants and a face painted in camouflage. As the grenades explode around him, Robertson is grateful for his peaceful non-confrontational music career.

### **“Vehicle Assembly in Oshawa, Ontario/Park Ranger Banff, Alberta”**

With a new set of coordinates, Robertson is off to the General Motors plant in Oshawa, Ontario to learn how to build a car. After a brief training session, he must correctly install dashboards, mount tires and then drive the cars in the test lane. Keeping up with the fast-moving line, while doing everything correctly will prove to be tougher than he expected.

Following the GM plant, Robertson is off to Banff National Park in Alberta where he will work on the park’s search and rescue crew. He is immediately rushed off to participate in a simulated cliff side rescue and after two hours of hiking up a mountain, then suspended over the edge, Robertson becomes an integral part of the rescue unit. After this experience, he’s ready for just about anything.

### **“Prospecting in Timmins, Ontario, and Rail Gang in Moosonee, Ontario”**

Robertson lands in Timmins, Ontario, where he discovers that he’ll be spending a day mining for gold. He meets a couple of prospectors who take him deep in the bush to begin their search. A hard day’s work takes on a new meaning when they have to clear their own path through the forest with an axe. During the quest, Robertson learns how to stake a claim, prep the zone and set a charge for explosives. With his ears ringing, all that is left at the end of the day is a pile of rubble and a karaoke machine!

Next, hundreds of miles to the north, Robertson travels to Moosonee for a day working on a rail gang replacing rail ties. It is grueling work, but essential in order to keep Canada’s trains running smoothly. Near the end of the day, there is no better way to celebrate than to rip apart a beaver dam before the flooded waters cause serious damage.

### **“Treeplanting in Flin Flon, Manitoba”**

In this episode, Robertson is invited to work at a tree-planting camp for a day. After landing his Cessna, a helicopter takes him to a remote area where he is given what seems like a reasonable amount of trees to plant. After a few hours of planting, his work is audited and his morale is at an all-time low from the monotony of this dreadful work. His day goes from bad to worse when his self-proclaimed skills are put to the test. When the boss finds out just how he has done, this Barenaked Lady better have a song and dance ready.