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Bertram van Munster, Emmy Award Winning Executive Producer and Co-Creator of *The Amazing Race*, The Hit CBS Reality Series, Along With Asian Pioneer TV Producer Robert Chua Have Entered Into An Agreement To Create An Asian-Based Reality Television Production Venture To Make Programming For The Asian, U.S. and European Markets

Los Angeles -- Bertram van Munster, Emmy Award winning Executive Producer and Co-Creator (with Elise Doganieri) of the hit CBS reality series *The Amazing Race* has entered into an agreement with Hong Kong-based TV producer Robert Chua to create a reality television production venture to be based in Hong Kong or Singapore, with plans to also open a Shanghai satellite production facility as well.

Plans call to create a range of reality shows from distinctive reality series to reality-game shows as well as other forms of cutting edge programming in the burgeoning and evolving reality TV genre.

Programming will be created from this venture to serve viewers in China, Singapore, Malaysia, The Philippines, Indonesia and other countries. The programming will be available for the U.S. and European markets as well.

Said Mr. van Munster: "I am very pleased and excited to work with Robert Chua on the creation of a new Asian reality television venture. Robert's accomplishments in television in that part of the world are legendary. The reality genre has become global in its appeal...TV viewers all over the world are demanding original, provocative and quality programming."

Mr. Chua said: "Bertram van Munster is a visionary... his quality television creations speak for themselves. I am thrilled to work with him. This venture will do much to enhance the level of television programming out of Asia". Regarded highly in global TV circles, Robert pioneered Hong Kong's first terrestrial television in 1967, and in 1994 founded China Entertainment Television Broadcast Ltd (CETV) a satellite TV Channel which was recently sold to Time Warner. He recently founded The Interactive Channel (TIC) based in Hong Kong. "Everyone Wins," the interactive/quiz game show he created, is now the highest rated show of its genre in Shanghai. Earlier, he garnered legions of fans with his highly successful 'live' TV show, "Enjoy Yourself Tonight."

Bertram has distinguished himself as the creator and producer of award winning reality TV shows. His *The Amazing Race 5* is currently running on CBS (Tuesdays, 10-11PM) and has seen very strong ratings growth since premiering on July 6<sup>th</sup>. He begins production shortly on *The Amazing Race 6* for CBS, which is slated to debut on the eye network on September 25<sup>th</sup>. A well known globe-hopping, hands-on producer, Bertram's other TV credits include the reality series *Profiles From the Front Line* (ABC), a series he partnered on with producer Jerry Bruckheimer (*CSI: Crime Scene Investigation*) and the hit Paramount Television adventure series *Wild Things*, which continues in syndication. Earlier he served for many years as a Producer for Fox's *Cops*. He is repped by Creative Artists Agency (CAA) the law firm of Bloom, Hergott and Diemer.

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