



MEDIA RELEASE



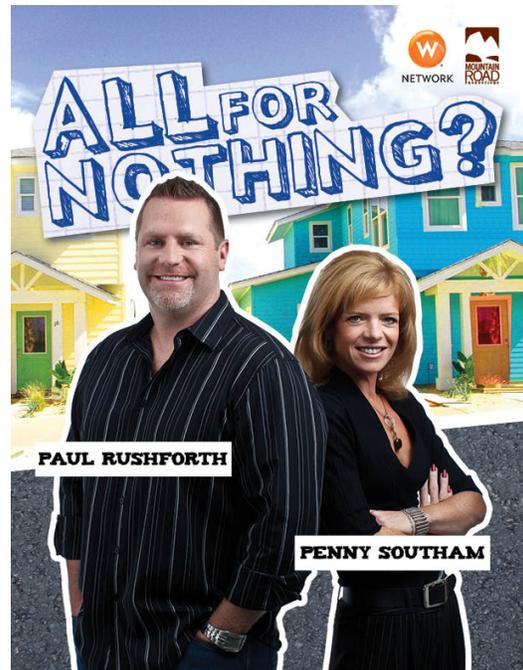
NEW TV SERIES CHALLENGES HOMEOWNERS TO BEG AND BARTER THEIR WAY TO A FRESH NEW SPACE ON *ALL FOR NOTHING?*



premieres Thursday, October 7 at 9 p.m. ET/PT on W Network

(September 21, 2010 – Ottawa, Canada) Ottawa-based Mountain Road Productions in association with W Network presents the premiere of *All For Nothing?* an original series that pits homeowner against homeowner in a competition to ready their neglected homes for sale. This 13-part, one-hour series premieres **Thursday, October 7 at 9 p.m.**

Each week, two households compete against each other in a challenge to fix up their design deficient houses on no budget. The seller with the highest increase in value at the end of two weeks will win the commission-free listing services of expert real estate agent **Paul Rushforth**. Winning won't come easy though. Under the guidance of top selling realtor **Paul Rushforth**, and award-winning designer **Penny Southam**, homeowners have only two weeks to attempt to transform their tired properties into beautiful sale-ready homes, without spending a dime.



In the first episode, premiering at **9 p.m. ET/PT on Thursday, October 7**, two families, the Hermans and the Awadas, adopt completely different strategies to achieve their home renovations. The Awadas take a slow and steady approach to realizing their design plans, resisting some of Paul and Penny's advice along the way, while the Hermans start strong with lots of help, strictly following the design plans – and then some. Can the tortoise overtake the hare in this race? Viewers can catch a sneak preview of the first episode, online at www.wnetwork.com/Shows/All-For-Nothing.

In episode 2, premiering at **9 p.m. ET/PT on Thursday, October 14**, Darlene Moore and roommate Chris Curry tackle the huge job of re-siding their city home while Al and Jen Greer take on a number of smaller projects around their country home. It's right down to the wire in this city home vs. country home battle.

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About Mountain Road Productions Ltd.

Mountain Road Productions Ltd. (MRP) has developed and produced critically acclaimed and award-winning programs that have aired on a number networks in Canada and around the world. *All For Nothing?* is the latest of four series produced exclusively for W Network, alongside *The Restaurant Adventures of Caroline & Dave* which premiered in January 2010, *The Real Estate Adventures of Sandy & Maryse* and *Me, My House & I* with Brigitte Gall.

About W Network

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to a popular games section and a rich online community. W has built a leadership position as “marketing to women experts” through its various research initiatives, including The Her Report.

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All times are ET/PT.

Homeowners can get more details by visiting the Mountain Road website, under the “Casting” tab at www.mountainroad.ca or by emailing Sonja Osberg at sonja@mountainroad.ca.

Paul Rushforth and Penny Southam are available for interviews to discuss ALL FOR NOTHING? as well as topics relating to real estate and design upon request.

For high-resolution images, please visit our website at www.mountainroad.ca and visit the All For Nothing? page under the “Portfolio” tab.

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