



MEDIA RELEASE



MARK BURNETT INTERNATIONAL PICKS UP MOUNTAIN ROAD PRODUCTIONS' *All For Nothing?*

(April 13, 2011 – Ottawa, Canada) **Mark Burnett International** (MBI) has obtained the worldwide distribution and format rights to the Canadian series ***All For Nothing?*** produced by Mountain Road Productions in association with W Network.



Conceived by Executive Producer Tim Alp, owner of Mountain Road Productions and developed with Claire Freeland, Director of Original Programming at Corus Entertainment, ***All For Nothing?*** is a series that pits homeowner against homeowner in a head-to-head competition to determine who can increase the value of their home the most while spending as little money as possible – with the ultimate goal of doing it *All For Nothing*.

“We’re just wrapping up the MIPTV show in Cannes France and buyers have reacted very positively on both the tape and format of the show. *All For Nothing?* is going global” says C. Scot Cru, Managing Director at *Mark Burnett International*.



With expert advice from top Ottawa real estate agent **Paul Rushforth** and award-winning designer **Penny Southam**, homeowners attempt to transform their tired properties into beautiful sale-ready homes.

One part design transformation, and one part fast-paced real estate drama, the immensely popular series inspires budget conscious do-it-yourselfers to borrow and barter their way to a spectacular professional pre-listing makeover.

With a healthy dose of competitive spirit, homeowners are armed with motivation and grit and willing to do the hard work themselves – all for the chance to win a commission-free listing.

As the internal distribution arm for *Mark Burnett Productions*, MBI distributes over 800 hours of quality programming including such hits as *The Apprentice*, *Are You Smarter Than a 5th Grader*, *How’d You Get So Rich* and *The Contender* among others. MBI’s push to sell the format of *All For Nothing?* internationally marks a whole new chapter for *Mountain Road* as it continues to expand its reach.

“We couldn’t be more thrilled to have *All For Nothing?* represented by *Mark Burnett International* and included in the company of *Expedition Impossible* and *The Apprentice*”, says Tim Alp. “We’re excited about the possibility of seeing versions of *All For Nothing?* produced in other countries.”

Filmed in Ottawa, Ontario *All For Nothing?* is in production on its second season after a successful first season on W Network.

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.

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 series produced exclusively for W Network, alongside *The Restaurant Adventures of Caroline & Dave*, *The Real Estate Adventures of Sandy & Maryse* and *Me, My House & I* with Brigitte Gall.

About Mark Burnett International

Mark Burnett International (MBI) is the internal distribution arm for Mark Burnett Productions. In addition MBI acquires and distributes third party tape and format content. MBI also looks after the companies international format productions as well as production companies such as Mark Burnett Productions France and strategic partnerships around the globe.

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



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