



NEWS RELEASE

TUPELO-HONEY PRODUCTIONS' *JIMMER FREDETTE: FOLLOW JIMMER* TO BEGIN AIRING WEBISODES ON DEDICATED YOUTUBE CHANNEL AND SYNDICATED ON SI.COM BEGINNING THURSDAY, JUNE 2

Webisodes chronicling Fredette's preparation for the NBA Draft and Career

New York, NY (June 2, 2011) – Cary Glotzer, President, Tupelo-Honey Productions (THP) announced today that *Jimmer Fredette; Follow Jimmer* will begin airing webisodes on a dedicated YouTube channel (YouTube.com/followjimmer) and will be syndicated on SI.com beginning Thursday, June 2. THP has signed an exclusive agreement with **Jimmer Fredette** and his family and has been chronicling the 2011 Naismith and John R. Wooden Award winner as he prepares for his transition from college player to the NBA.

THP is following the drama of Jimmer's "countdown to the dream" – the 30 days leading up to the NBA Draft. *Jimmer's World* will include exclusive access to Jimmer and his family including instant reaction to NBA team meetings and workouts, interaction with his agents at Octagon, personal training and fitness, appearances, and private meetings with family and friends. *Jimmer's World* will also include extensive coverage of the Fredettes at the NBA Draft and exclusive home video footage shot by the Fredette family.

The YouTube and SI.com digital packaging will combine to include up to 75 webisodes. Following the NBA Draft, THP will produce a long-form documentary for broadcast or theatrical release.

This past college basketball season the BYU guard led the nation in scoring with 28.9 points per game, became the Mountain West Conference's all-time leading scorer, and garnered multiple awards including national player of the year honors from the Associated Press and SI.com as well as the Adolph Rupp and Oscar Robertson trophies.

About Tupelo-Honey Productions

Tupelo-Honey Productions (www.tupelohoney.net) is a New York-based production company and packager of award-winning television and broadband content. With over 15,000 square feet of office space in midtown Manhattan, THP is a full-service high definition production and post-production facility.

THP currently produces the live broadcasts for Arena Football League's Game of the Week on NFL Network, Major League Soccer's Real Salt Lake, FC Dallas, and Houston Dynamo, The Mountain West Game of the Week on Versus Network, and pre-season football for the New York Giants. Additionally, through its MY Tupelo Entertainment company it produces a multitude of shows including: *Ghost Adventures* – one of the highest rated shows on the Travel Channel, *Wreck Chasers* on TLC, and the upcoming *Paranormal Challenge* on the Travel Channel.

Tupelo-Honey Productions is owned by SCP Worldwide (www.scpworldwide.net) - a New York based sports, media and Entertainment Company.

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