



# NEWS RELEASE

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## **AFL NAMES TUPELO-HONEY PRODUCTIONS AS PRODUCTION PARTNER FOR 2010 SEASON**

***THE SCP WORLDWIDE COMPANY TO CO-PRODUCE 21 GAMES  
ALL TO BE AIRED ON THE NFL NETWORK***

**New York, NY – March 31, 2010** – The **Arena Football League** (AFL) has named New York-based **Tupelo-Honey Productions** (THP) as the game production company for its upcoming 23<sup>rd</sup> season that is set to kickoff on April 2, 2010. It was jointly announced by AFL Commissioner **Jerry B. Kurz** and **Cary Glotzer**, President, Tupelo-Honey Productions. The procurement of the League's production partnership was led by sports television industry veteran and League advisor **Neal Pilson**.

THP, an SCP Worldwide Company, will provide all production facilities and manpower for the League's "AFL Game of the Week" package (18 games) carried on the NFL Network, two playoff games and the ArenaBowl Championship game which is scheduled for August, 2010.

All games (see schedule below) for the 15 team League will be aired in High Definition and will feature advanced in-game audio that will highlight the unique on-field intensity that the AFL has become known for.

"The decision to employ Tupelo-Honey Productions marks the final element in our 2010 Season preparation," said AFL Commissioner Jerry B. Kurz. "Their production standards will capture the essence of Arena Football and will afford our television audience on the NFL Network the fan-friendly, high-energy experience that is the AFL."

"We are honored to have been awarded this production package as it is a very nice addition for us," said Cary Glotzer, President, Tupelo-Honey Productions. "The AFL fan experience combined with the accessibility of its players and coaches adds another layer of excitement to the broadcast. We are always looking at programming that showcases our talents in live-game production and truly believe that the Arena Football League presents us with a great opportunity to do just that."

### **About the AFL**

The AFL is poised to begin its 23<sup>rd</sup> season of play on April 2, 2010. Since its inception in 1987, the AFL has afforded the fast-paced and exciting game of Arena Football to millions of fans in a myriad of markets across the country. A recent deal with the NFL Network will broadcast an AFL National Game of the Week for the entire regular and post season on Friday nights at 8:00 pm EST, culminating with the ArenaBowl Championship Game in August. ([www.arenafootball.com](http://www.arenafootball.com))

## **About Tupelo-Honey Productions**

Tupelo-Honey Productions ([www.tupelohoney.net](http://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 production and post production facility serving both standard and high definition needs.

THP currently produces 80 games for Major League Soccer's Real Salt Lake, FC Dallas, Houston Dynamo, and Philadelphia Union. Additionally, through its MY Tupelo company it produces a multitude of shows including: *Pros vs. Joes* (partnered with A. Smith and Company) on Spike TV which is in its 4<sup>th</sup> season; and *Ghost Adventures* – one of the highest rated show on the Travel Channel.

Tupelo-Honey Productions is owned by SCP Worldwide ([www.scpworldwide.net](http://www.scpworldwide.net)) - a growing sports, media and entertainment company led by one of the industry's elite David W. Checketts and his partners Michael McCarthy, Kenneth Munoz, Steve Potter and Carl Vogel.

## **AFL "Game of the Week" Schedule on NFL Network**

(all games to start at 8:00 PM ET)

Week 1	April 2	Chicago Rush vs. Iowa Barnstormers
Week 2	April 9	Cleveland Gladiators vs. Chicago Rush
Week 3	April 16	Orlando Predators vs. Jacksonville Sharks
Week 4**	April 24 (Saturday)	Oklahoma City Yard Dawgz vs. Iowa Barnstormers
Week 5	April 30	Iowa Barnstormers vs. Orlando Predators
Week 6	May 7	Jacksonville Sharks vs. Tampa Bay Storm
Week 7	May 14	Utah Blaze vs. Milwaukee Iron
Week 8	May 21	Arizona Rattlers vs. Iowa Barnstormers
Week 9	May 28	Tampa Bay Storm vs. Orlando Predators
Week 10	June 4	Jacksonville Sharks vs. Chicago Rush
Week 11	June 11	Tulsa Talons vs. Dallas Vigilantes
Week 12	June 18	Jacksonville Sharks vs. Orlando Predators
Week 13	June 25	Bossier City/Shreveport Battlewings vs. Tampa Bay Storm
Week 14	July 2	Chicago Rush vs. Tampa Bay Storm
Week 15	July 9	Tampa Bay Storm vs. Dallas Vigilantes
Week 16	July 16	Spokane Shock vs. Iowa Barnstormers
Week 17	July 23	Chicago Rush vs. Spokane Shock
Week 18	July 30	Tulsa Talons vs. Oklahoma City Yard Dawgz
Week 19	TBA	AFL Playoff Game
Week 20	TBA	AFL Playoff Game
Week 21	TBA	AFL Arena Bowl

\*\*game to start at 9:00 PM ET