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SPORTS FANATICS TO VIE FOR TITLE OF ESPN ZONE'S 'ULTIMATE COUCH POTATO'

Die-Hard Fans Compete in Endurance TV Viewing Contest on New Year's Day

BURBANK, Calif. – Nothing says New Year's Day like hours upon hours of sports watching. Luckily for dedicated sports enthusiasts, ESPN Zone is rewarding those who can watch the most non-stop sports programming. Beginning at 11 a.m. ET on Thursday, Jan. 1, 2009, a 12-man roster of determined sports fans across three cities will race to their ESPN Zone recliners, their sights set on the prestigious title of "Ultimate Couch Potato"...and sit and sit and sit.

ESPN Zone's annual "Ultimate Couch Potato" contest will take place at the New York, Chicago, and Baltimore ESPN Zones, where four competitors at each location will square off to see who can watch the most continuous hours of televised sports. The *Guinness Book of World Records* mark for most continuous hours of televised sports watching is 69 hours, 48 minutes, set by Suresh Joachim in 2005. ESPN Zone's "Ultimate Couch Potato" contest, which originated in Chicago seven years ago and expanded to New York last year, will also include the flagship ESPN Zone in Baltimore, which celebrated its 10th anniversary in July.

"People around the world see ESPN Zone as the ultimate sports bar and ESPN as the gold standard in sports broadcasting, which makes us perfect for hosting a search for the ultimate sports-crazed couch potato," said Christine Baum, national marketing manager for ESPN Zone. "From its humble beginnings six years ago, Ultimate Couch Potato has sprouted into a highly anticipated annual activity that sports fans look forward to year after year. Thanks to the contest's immense popularity, we're pleased to offer an even greater number of sports enthusiasts the opportunity to out-sit their competitors and take home the title in 2009."

Potential Ultimate Couch Potatoes must remain in one of ESPN Zone's DreamSeats at all times, a set of recliner chairs located in the front row of the sports mecca's "Screening Room." A wall of HDTVs will air non-stop sports programming until the last contestant throws in the towel. Participants can order unlimited food and beverages, but they may not sleep or leave their chair; restroom breaks are permitted every eight hours.

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New Year's Day is the perfect time to begin the Ultimate Couch Potato competition, as it is arguably the biggest sports-watching day of the year. A host of college bowl games are scheduled—including the Outback, Gator, Rose, Orange and Capital One—and the entire country is relaxing after celebrating the arrival of 2009.

To enter ESPN Zone's Ultimate Couch Potato competition, hopefuls must send an e-mail to couchpotato@espnzone.com, and in 200 words or less, describe why they have what it takes to become ESPN Zone's Ultimate Couch Potato. Entries will be judged on passion for sports, competitive spirit and overall creativity. Each entry must include the phone number and mailing address of the sender and be received no later than 11:59 p.m. (ET) on December 10, 2008.

Each of the three winners of ESPN Zone's Ultimate Couch Potato competition (one in New York, one in Chicago and one in Baltimore) will receive a grand prize package worth more than \$5,000, including: two round-trip tickets on AirTran Airways to anywhere in the continental U.S., a 42-inch 1080p LCD HDTV and premium wall mount installation by certified home theater professionals care of Zip Installation, a DreamSeat recliner, a year's subscription to *ESPN The Magazine*, a year's supply of ESPN Zone game cards, \$200 in ESPN Zone gift certificates, as well as ESPN Zone's Ultimate Couch Potato trophy featuring a real live spud. All participants will receive V-MODA headphones and ESPN Zone gift packs.

For more information, visit www.espnzone.com/ultimatecouchpotato.

To receive more information or schedule an interview with an ESPN Zone representative, contact Formula at (310) 578-7050 or Grant Marek via e-mail at marek@formulapr.com.

About ESPN Zone

For sports lovers of all types and ages ESPN Zone is an all-encompassing sports dining and entertainment mecca where guests are immersed in an ESPN experience. The concept is built on the broad appeal of ESPN and its affiliated brands. ESPN Zone offers the ultimate viewing experience on more than 150 monitors, including a high-definition big screen. In addition to delicious American Grill Food and top-notch service, guests at each ESPN Zone location can enjoy more than 10,000 square feet of interactive games and attractions. The ESPN Zone concept was developed by Disney Regional Entertainment, which currently operates eight ESPN Zone units in Anaheim, Baltimore, Chicago, Denver, Las Vegas, New York City, and Washington, D.C.

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