



CONTACT: Christine Baum Grant Marek
ESPN Zone Formula
Christine.Baum@disney.com Marek@formulapr.com

ESPN ZONE CROWNS “ULTIMATE COUCH POTATO” CHAMPIONS IN NEW YORK, CHICAGO AND BALTIMORE

Winners include education coordinator Jessica Mosley, who watched over 70 hours of non-stop televised sports programming in Baltimore

BURBANK, Calif. (January 5, 2009) – ESPN Zone tabbed three “Ultimate Couch Potato” champions in New York, Chicago and Baltimore this past week as its annual competitive sitting competition for sports fans wrapped up Sunday morning, January 4, with a record 70 hours, 45 seconds of continuous hours of televised sports watching.

Four competitors at each location squared off to determine who could watch the most continuous hours of televised sports. Potential Ultimate Couch Potatoes were required to 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 aired non-stop sports programming until the last contestant threw in the towel. Participants were able to order unlimited food and beverages, but were not allowed to sleep or leave their chair; restroom breaks were permitted every eight hours.

Jessica Mosley, a 26-year-old education coordinator from Arlington, Virginia, won Baltimore’s first-ever Ultimate Couch Potato competition - outlasting 23-year-old Bel Air, Maryland data collector Alex Pyzik who threw up the white flag at 9 a.m. ET Sunday morning – almost three full days after the competition kicked off Thursday morning at 11 a.m. ET. Mosley set an unofficial World Record with her 70-plus hour performance, besting Suresh Joachim’s 2005 mark of 69 hours, 48 minutes.

Jeff Miller, a 25-year-old real estate business owner from Chicago, won his second straight Ultimate Couch Potato competition early Friday morning – outlasting 39-year-old Chicago police detective Marco Acevedo who surrendered at 1:02 a.m. CT. Miller needed a staunch effort to hold off Acevedo, watching 39 hours, 2 minutes and 25 seconds of televised sports to win Chicago's seventh annual event.

Finally, Stan Friedman, a 47-year-old old research librarian from Manhattan, won his second straight Ultimate Couch Potato title at ESPN Zone in Times Square Friday morning after watching 19 hours, 48 minutes and 18 seconds worth of continuous sports. Stan beat Brian Schatzel, a Long Beach, NY native, in New York’s second annual event.

-more-

The three winners of ESPN Zone’s Ultimate Couch Potato competition 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 one of the winners, 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 over 100 monitors, including a high-definition big screen. In addition to expertly-prepared 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 currently has nine ESPN Zone locations in Anaheim, Baltimore, Chicago, Denver, Las Vegas, Los Angeles, New York City, and Washington, D.C.

###