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## ESPN ZONE SEARCHES FOR SPORTS FANATICS IN NEW YORK, CHICAGO, BALTIMORE TO VIE FOR TITLE OF ESPN ZONE'S 'ULTIMATE COUCH POTATO'

*Fans Will Compete in Endurance TV Viewing Contest  
on New Year's Day*

BURBANK, Calif. – Every die-hard sports fan has at one time or another gone on a sports-watching marathon, logging hours of non-stop sports viewing all for the sake of fandom. ESPN Zone wants to reward those that do it best with its ninth-annual "Ultimate Couch Potato" competition, scheduled for Friday, Jan. 1, 2010.

ESPN Zone's New York, Chicago, and Baltimore locations are seeking four Couch Potato hopefuls at each site to go head-to-head 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.

2009 UCP Champ Jessica Moseley sat for an unofficial Guinness record of 70 hours, 45 minutes in 2009.

To enter ESPN Zone's Ultimate Couch Potato competition, hopefuls must send an e-mail to [couchpotato@espnzone.com](mailto: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 9, 2009. Eight finalists will be chosen at each site, who will then take part in an on-camera interview to see just how deeply their fandom runs, before four finalists are chosen to compete for the title of Ultimate Couch Potato.

"People 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-loving couch potato," said Christine Baum, national director of marketing, sales and communications for ESPN Zone. "Everyone knows someone out there that fits the description of Couch Potato; we want to sift through the spuds to find the Ultimate Couch Potato."

Potential Ultimate Couch Potatoes must remain in one of ESPN Zone's 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 (excluding alcohol), but they may not sleep or leave their chair; restroom breaks are permitted every eight hours.

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 over \$4,000, which includes a customized XZipit™ recliner, a \$1,000 gift certificate to Best Buy to buy their own HD TV, one year of free cable or satellite television, \$1,000 in gift certificates and game cards to ESPN Zone and, of course, the Ultimate Couch Potato Champion's trophy complete with a real live spud. All participants will receive an ESPN Zone Gift pack for participating.

**For more information, visit [www.espnzone.com/ultimatecouchpotato](http://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](mailto: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 currently has seven locations in Anaheim, Baltimore, Chicago, Las Vegas, Los Angeles, New York City, and Washington, D.C.

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