



TELEVISION WITHOUT BORDERS.

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## **Wacky Locals Steal The Show in *Moose TV* Adam Beach Stars in Canadian Showcase Original Comedy Series Debuts Thursday, July 5 at 9:30pm ET/PT**

**FOR IMMEDIATE RELEASE**

**Toronto – June 6, 2007** – A quirky community turns the cameras on itself. Life in the sleepy town of Moose will never be the same when an abandoned TV station is revived by an ambitious prodigal son full of big-city ideas. Starring Adam Beach, Nathaniel Arcand, Jennifer Podemski and Gary Farmer, the 8 episode half-hour series ***Moose TV*** follows the hijinks and struggles of a group of eccentric individuals attempting to produce a slate of local programs. The world broadcast premiere of *Moose TV* airs **Thursdays at 9:30 p.m. ET/PT on Showcase and is available in HD.**

“We’re proud to present the impressive ensemble cast of *Moose TV*,” says Tara Ellis, VP of Content at Showcase. “Once viewers meet these irrepressible characters, it becomes clear that the action in Moose has been rolling long before the cameras showed up.”

After ten years in Toronto, irrepressibly ambitious George Keeshig (Adam Beach – *Flags of Our Fathers, Law and Order: Special Victims Unit*) has decided to return home to the remote Northern Quebec community of Moose. George soon discovers that Moose has acquired, and promptly forgotten about, a TV station. Picking the lock of the abandoned station’s door, he makes his entrance into show biz with his best friend, local small-appliance repairman Clifford (Nathaniel Arcand – *North of 60, DaVinci’s Inquest*), by his side. *Moose TV* is suddenly on-air.

Soon, the colourful townsfolk are lining up with their programming ideas including “Ernie Makes a Drum” and “Me and My Beaver.” Meanwhile, Alice (Jennifer Podemski – *Fugitive Pieces, Degraasi: The Next Generation*), the seductive older sister of prim and reserved station manager Robin (Michelle Latimer), has just hitched a ride into Moose with corrupt mayor Gerry Keeshig (Gary Farmer), who also happens to be George’s father. The airwaves of Moose TV heat up as ambitions, schemes, partnerships, family rivalries, sex triangles and a murder plot combine.

All eight episodes of *Moose TV* will be streamed online at [www.showcase.ca](http://www.showcase.ca) the day following their broadcast on Showcase.

*Moose TV* was executive-produced by Ernest Webb and Catherine Bainbridge of Rezolution Pictures (*Mohawk Girls*). All eight episodes were directed by Tim Southam (*One Dead Indian*). Paul Quarrington served as Executive Story Editor (*Whale Music*).

**Showcase** – Television Without Borders – is the home of premium boundary-pushing series from Canada and around the world. For more information, please visit [www.showcase.ca](http://www.showcase.ca).

**About Alliance Atlantis Communications**

Alliance Atlantis offers Canadians 13 well-branded specialty channels boasting targeted, high-quality programming. The Company also co-produces and distributes the hit CSI franchise and indirectly holds a 51% limited partnership interest in Motion Picture Distribution LP, a leading distributor of motion pictures in Canada, with motion picture distribution

operations in the United Kingdom and Spain. The Company's common shares are listed on the Toronto Stock Exchange - trading symbols AAC.A and AAC.B. The Company's website is [www.allianceatlantis.com](http://www.allianceatlantis.com).