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SEASIDE SHOWCASED IN DREAM VACATION TELEVISION PILOT

The Inaugural Episode Starring Pauly Shore Will Be Broadcast on June 27, 2008

Seaside, Fla. - (June 23, 2008) – The national cable network Country Music Television (CMT) will air a reality-based show recently filmed along Northwest Florida’s Gulf Coast. Dubbed CMT’s “Paid Vacation,” the 30-minute episode follows an all-American family deserving of a “break.” The Deas family of six from Murfreesboro, Tenn. were surprised with a once in a lifetime vacation to Seaside, Florida.

The show will debut in primetime, on Friday, at 9:30pm EST (8:30pm CST) and be rebroadcast over a dozen times during the following two week period.

The Cottage Rental Agency, Seaside, Florida was honored to host the family in the most popular of all gulf front vacation homes in the town of Seaside. The “Outside the Box Cottage” was home away from home for the family and the experience was certainly outside the box as well. The cottage was provided to the family complimentary as was limousine service, a private jet, a tour bus, excursions, private chefs and more. The family was overwhelmed by all of the wonderful attractions this region has to offer and the generous southern hospitality along the world-class beach community.

The pilot was produced by Taillight Productions of Nashville, Tenn. for CMT. The show’s host is Pauly Shore. Shore is well known for numerous comedic roles in the entertainment industry. If as expected, the show is well received nationally as an entertaining, heartwarming episode, it is likely to be picked up as a running series by CMT. The production of future episodes in this region is possible along with other dream locations.

(more)

About CMT

CMT offers programming for country music lifestyle programming. Exploring themes relevant to country music and country music fans, the network offers a mix of comedy and dramatic series, movies and country music news, videos, concerts and specials. *CMT* currently has 83.2 million subscribers. Its viewership has more than doubled since Viacom and CBS Corp. merged in 2000 and CMT became part of the MTV Networks family.

About Taillight TV

Taillight TV develops and produces music videos, live concerts for TV and DVD, network and cable TV series and specials, reality shows, and red carpet shows. In recent years, Taillight TV has produced over five hundred hours of TV programming, including the hit series CMT Crossroads, Cross Country, CMT Giants, Lynyrd Skynyrd's Super Bowl Party 2005 and the 100 Greatest Songs of Country Music Concert. Additionally they have produced or executive produced over 200 music videos for such artists as Dolly Parton, Garth Brooks, Keith Urban, Alan Jackson and Reba.

Cottage Rental Agency, Seaside

The premier provider of area rental properties for more than 20 years, Cottage Rental Agency, Seaside (CRA), manages 300 idyllic places along the scenic route 30-A beach community. CRA is part of the Intrawest – a world leader of development and management of experiential destinations in such places as Whistler Blackcomb, in British Columbia, Steamboat Springs in Colorado, Tremblant in Quebec and Sandestin in FL. For reservations at Seaside, call (800) 554-8696 or visit CottageRentalAgency.com.

Seaside

The Town of Seaside is a gulf front community located in The Beaches of South Walton on Scenic Highway 30A between Destin and Panama City Beach. Founded in 1981, by Robert and Daryl Davis, Seaside is the much-heralded birthplace of The New Urbanism movement, which is based on rediscovered traditional town planning principles. Situated on 80 acres, Seaside is a pedestrian-scaled beach town with 423 residences and 42 specialty retail shops and 12 restaurants and eateries. The town is designed so that life's daily needs are accessible within a short stroll or bicycle ride. Seaside's thriving downtown includes civic, cultural and educational institutions; a public charter school, an inter-faith chapel a repertory theater and The Seaside Institute. Parks, a swim and tennis club, and an amphitheatre provide year-round recreation and entertainment. For more information on Seaside, visit www.seasidefl.com.