



Letter of Intent

From the desk of Doug Stanley, CEO and Executive Producer, Ridgeline Entertainment

It is the intention of Ridgeline Entertainment to act as the production company that will produce, represent and seek distribution for the television show “Pool, Poker and Pain”, a show that has been conceptualized and promoted by Blair Thein of Team Believe Promotions. As Ridgeline Entertainment’s CEO and Executive Producer, I personally intend to develop the show property, and will also represent the product to cable networks, online distributors and seek additional distribution avenues.

It is our assessment that the program concept for “Pool, Poker and Pain” has tremendous potential, possibly even exceeding that of the many shows that are of enjoying enormous success in similar genres today. The addition of high-stakes pool playing to two other compelling subjects that have been proven through the television ratings process and also through the persistence of the programming through multiple broadcast seasons, is very likely a positive addition that will “stretch” the demographic. We believe that pool will bring in additional viewers who might not have been interested in either poker or in mixed martial arts fighting programming. We at Ridgeline find the addition of pool to these other proven elements to be the very reason that has compelled us to join with Blair Thein and his partners at Team Believe Promotions. We will work hard to see this show come to life as a premium entertainment property.

It is our intention to place this highly creative offering before many major networks and a host of key individuals in the television business. We will seek not only to establish broadcast deals for the product, but to also create relationships with other forms of distribution, which will greatly aid in the branding of this series both domestically and in the international markets.

Ridgeline Entertainment is excited to be working with Blair Thein and Team Believe Promotions in development of this show. We intend to apply the experience that I have gained through two decades of primetime television production. Our primary strength is in character development, the reason that people “tune in next week” I have had the opportunity to hone my character development skills through the last seven years of producing Discovery Channel’s top show “Deadliest Catch”. The “Catch” characters are now known all over the world, as the show is broadcast in 180 countries and in more than 40 languages. It is our intention to develop “Pool, Poker and Pain” in such a way that it too shares such an impressive fan base, and consistently high ratings. It is all about the characters!