



New Home Shopping Network Sports Shop TV to Hit Airwaves this Fall

High Roller Entertainment, LLC Announces New Home Shopping Network For Sports Enthusiasts To Be Launched This Fall.

Los Angeles, CA, June 03, 2006 --(PR.com)-- High Roller Entertainment announce that Sports enthusiasts will soon be able purchase inexpensive major sporting brand name products, memorabilia and nutrition directly and keep up-to-date on what's going on in the Sports world by watching a new television network called Sports Shop TV.

Sports Shop TV will be broadcast out to over 60 million households throughout the United States on various cable systems and broadcast outlets, as well as on various Satellite outlets. In addition, Internationally SSTV will be broadcast via Satellite Worldwide. "SPORTS SHOP TELEVISION is a unique, cutting edge, home shopping type program that sells inexpensive major sporting brand name products, memorabilia and nutrition directly to the consumer by passing the middle man. With over 400 television stations nationwide signed on to broadcast the signal, Sports Shop Television will quickly become the channel to turn to when purchasing any and all types of sporting goods merchandise.,"said Michael Wojchick , Vice President of High Roller Entertainment, LLC. "Our programs are host based, taped live in the studio or on location at all major sporting events such as the: The World Series, Super Bowl, PGA, NASCAR, All Star Games, NBA and NCAA Finals just to name a few. Sports Celebrities are a common feature during our programming day thus giving major names the opportunity to sell product. SSTV will go behind the scenes at major sporting events giving viewers a chance to speak directly to their favorite player, coaches, sports casters and writers" said Wayne Wiggins, Executive Producer and President of High Roller Entertainment, LLC

The show is expected to reach more than 60 million households currently over 400 TV stations have signed on to air SSTV and the company is planning international distribution in the Fall of 2006.

A web site will support the home shopping show. The entire inventory from every broadcast will be available to customers 24/7. This effectively enables us to appeal to customers driven by need as opposed to impulse. On the web site, customers can actively seek and buy specific items of interest.

Sports Shop Television Will Quickly Become The Channel To Turn To When Purchasing Any And All Types Of Sporting Goods Merchandise

SSTV will feature Sports Memorabilia, Sporting Brand name products, Sports Nutrition and Weightloss Products, Outdoor Gear and Fitness related gear, as well as feature some of the best online Sportsbooks and Poker Sites. In addition, SSTV will conduct interviews with many of the top athletes and former legends of all sports. Many special shows will feature topics such as Poker and appearances by Pro Poker players and other Gaming Experts. SSTV plans to feature several of the top Poker sites online in a show to be aired in September of 2006. The program will be shot in both a studio setting and on location at some of the most popular casino resorts.



SSTV is currently signing up Sports Memorabilia, gaming sites and Poker sites to be featured in the September show and if any company is interested in being featured please contact us at mediacontact@ubcmedia.net. The show is scheduled to start shooting in early Summer of 2006.

About High Roller Entertainment, LLC

High Rollers Entertainment, LLC is a Florida corporation formed in August of 2004, with offices in Ft. Lauderdale, Fl and Los Angeles, CA. The HRE management team comes with many years of experience and expertise in the entertainment, advertising, and high tech industries. The diverse backgrounds of the HRE management team and its advisors will give High Rollers Entertainment the edge it needs develop and implement all of the its projects. The Production personnel come from broadcast, news, and motion picture backgrounds, which give HRE a team, committed to high production standards with maximum creative output. In addition, the distribution and marketing of HRE's projects will be led by an individual that specializes in the syndication and marketing of independently produced projects. The Multi-Media team has developed a wide variety of websites from corporate and e-commerce sites to entertainment and celebrity sites. The team specializes in animations using Flash and Shockwave, and DHTML animation, as well as developing outstanding graphics.

Company Website: <http://www.sportsshoptv.net>

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