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FOR MORE INFORMATION

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PLANET GREEN GREENLIGHTS *BEEKMAN FARM* (WT), A FRESH AND FABULOUS DOCU-SERIES THAT PUTS A SPOTLIGHT ON TWO CITY DWELLERS WHO LEAVE EVERYTHING BEHIND TO GO COUNTRY

-- World of Wonder Production, Scheduled for 2010 Premiere, Explores How One Couple Takes Their Lives into Their Own Hands One Goat at a Time --

(**Silver Spring, MD**) -- What do you get when you combine a former Martha Stewart Vice President, a drag queen turned ad exec and *New York Times* bestselling author, an estate and farm in upstate New York, a few quirky neighbors and goats, pigs and a llama to boot? In the case of Planet Green, it's their next primetime docu-series *Beekman Farm* (wt). Laura Michalchyshyn, President and General Manager of Planet Green, announced today that the channel has greenlit the 10 episode series scheduled to premiere in late Spring 2010.

Beekman Farm is a funny and irreverent peek into the world of Josh Kilmer-Purcell and Brent Ridge, a fish-out-of-water couple who are reviving a farm in upstate NY in order to create a new organic lifestyle brand, 'Beekman 1802'. The series, produced by Fenton Bailey and Randy Barbato's World of Wonder, uncovers how the couple's city slicker skill-set doesn't mean much when it comes to wrangling pigs and making goat's milk cheese.

"We believe that a farm can be much larger than its fences. If someone told us that we'd trade in New York City for eighty goats, two pigs, a dozen chickens and a narcissistic llama, we would have told them that they were crazy," said Kilmer-Purcell and Ridge. "It turns out that we are."

"*Beekman Farm* is an amusing look into Josh and Brent's very unique relationship, their desire to create a business and to transform their lives. Watching it unfold in real time is hilarious and entertaining," said Michalchyshyn (who recently bought a farm of her own!). "Brent is a quintessential type A personality with a 'my way or the highway' attitude while Josh is a laid back, genteel kind of guy who spends weekends on the farm but is still commuting to work in the city during the week. Their eccentric, extended friends and family dynamic reveals to viewers that trying to live the simple life isn't so simple after all. We can't wait to bring these charismatic new personalities to television."

"They bought the farm...literally!" says co-executive producer Fenton Bailey. "From wrapping 14,000 bars organic goat milk soap to organizing a harvest festival to benefit the nearby town of Sharon Springs, Brent and Josh have their work cut out for them, 24/7."

Beekman Farm is executive produced by Planet Green's SVP of Production & Development, Jeff Hasler and Executive Producer Lynn Sadofsky. Executive Producers from World of Wonder are Randy Barbato, Fenton Bailey and Tom Campbell and Angela Berg is the supervising producer. Innovative production company World of Wonder is behind such entertaining hit series as *Tori and Dean: Home Sweet Hollywood*, *RuPaul's Drag Race*, *Million Dollar Listing* and *Man Shops Globe*. In addition, World of Wonder has created award winning films and documentaries such as *The Eyes of Tammy Faye*, *Party Monster* and *Monica in Black and White*. With offices in Hollywood and London, the company has produced cutting-edge fiction and non-fiction programming for HBO, Showtime, VH1, Sundance Channel, Discovery, MTV, BBC, PBS and Channel 4 UK, and can be found online at its entertainment blog The WOW Report, which boasts 500,000 unique visits per month at www.worldofwonder.net.

Planet Green is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle.

Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

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