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**NORSEMEN TELEVISION PRODUCTIONS NABS RIGHTS TO THE  
NEW ORLEANS POLICE DEPARTMENT  
FOR DOCUMENTARY SERIES, "NOPD: THE LAST LEVEE"**

(Valley Village, CA) – August 21, 2007 - Norsemen Television Productions ("Norsemen") has reached an agreement with the New Orleans Police Department ("NOPD") to film "NOPD: The Last Levee," a documentary about the current state of the city post Hurricane Katrina. The landmark agreement with the NOPD grants Norsemen the first ever complete behind-the-scenes look at the police department's efforts to return the city to normalcy.

Executive Producers Mike Sears and Ed Richardson have secured the formal support of New Orleans Mayor C. Ray Nagin, New Orleans Police Superintendent Warren Riley and Director of Homeland Security for the City of New Orleans, Colonel Terry Ebbert. Sears and Richardson are currently meeting with television outlets.

"NOPD: The Last Levee" will offer viewers an exclusive look inside all departments within the NOPD, including S.W.A.T, Narcotics, Murder Investigation, and Vice. The series will also examine the lives of officers within each department, both on the job and at home, giving a "day-in-the-life" perspective of what the job entails physically and emotionally.

"It seems that the national press is only interested in reporting the negatives in New Orleans," said Executive Producer Mike Sears. "Our goal is to show the human side of the brave men and women who serve every day to protect a city in recovery. Our intent is to share the story with a wide audience so we can bring more awareness to the recruitment needs of the NOPD and give a much needed boost to the economic development of the City of New Orleans," said Sears.

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“New Orleans is in a profoundly difficult and unique situation, and the NOPD is at the core of all economic development, rebuilding and recovery,” said Executive Producer Ed Richardson.

“The true heroics of 90 percent of the men and women of NOPD during Hurricane Katrina and its aftermath have never been told”, says New Orleans Police Superintendent Warren Riley. “This documentary will allow the world to hear from the officers themselves, their story and how this catastrophic act of nature affected the officers, their families and the citizens they serve. This event dramatically altered the lives of every member of the NOPD,” said Riley.

“The New Orleans Police Department and all of the city’s first responders, during and following Hurricane Katrina, are truly heroes. This documentary will present a true picture of New Orleans’ recovery - its challenges and progress,” said Mayor C. Ray Nagin. “I am confident that Norsemen Television Productions will be able to convey our story clearly and accurately.”

Norsemen Television’s credits include the original “Eco-Challenge,” a five-hour special for Discovery Channel, as well as producing TBS Superstation’s franchises “Dinner & A Movie,” “Movies For Guys Who Like Movies”, “The Movie Break”, “The Man-Made Movie,” “Movie & A Makeover”, “Big Playstation Saturday” and the live, multi-camera, weekly movie franchise “The Movie Bowl.” Norsemen Television has also produced “Dude Room” for Discovery, “Possessed Possessions,” a two-hour special for TLC hosted by psychic medium James Van Praagh, a hosted interstitial show for Court TV called “Saturday Night Solution,” and is currently producing their third season of the hit TLC documentary series “Bringing Home Baby.”

Richardson is President of R&R Productions Worldwide, Inc., a full service television production and film development company based in Atlanta, GA. Prior to founding R&R in 2004, Richardson was a senior producer in the original programming group at TBS Superstation, earlier working in production management at both TBS and Cartoon Network.

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