



**TEMPE MARKETPLACE HOSTS THE “GSN LIVE PLAY EVERY DAY TOUR”
PRESENTED BY NESCAFÉ TASTER’S CHOICE**

**GSN Searches For The Nation’s Best Undiscovered Game Show Hosts
While Handing Out Cash And Prizes**

(Tempe, AZ)- March 5, 2009 – Tempe Marketplace and GSN announced today that Tempe Marketplace will be a stop on it’s seven-city tour in search of the nation’s best undiscovered game show hosts with the “GSN LIVE Play Every Day Tour,” presented by NESCAFÉ® TASTER’S CHOICE®. On Sunday, March 22 mall shoppers can play games for a chance to win NESCAFÉ TASTER’S CHOICE coffee, as well as cash and prizes. NESCAFÉ TASTER’S CHOICE will also present a special flavor sampling game in which players can test their taste buds with three different coffee flavors.

The “GSN LIVE Play Every Day Tour” will also create an opportunity to showcase Arizona talent. Locals who think they have what it takes to be a game show host are invited to audition for their chance to win an all-expense paid trip to Los Angeles to co-host a segment of GSN LIVE. GSN LIVE is a daily program which features live game play throughout the day, as well as game highlights and celebrity interviews.

A variety of games for mall shoppers to play include Cash Grab, Spin-to-Win, Trivia Challenge and GSN.com’s most popular online casual games: Catch 21, Bejeweled, Solitaire and Scrabble Cubes. Players have a chance to win cash and prizes, with thousands of dollars worth of prizes.

GSN’s game show host search will feature two semi-final rounds and one final round of auditions in front of a live mall audience at each destination, on a replica of the GSN LIVE set. Six participants per semi-final round will each be given seven minutes to demonstrate their best game show hosting skills, while being scored on their game show potential, stage presence, contestant interaction, energy level and ability to command the audience. The semi-final round winners from each market will then face off in a final round to determine their city’s best game show host. The final winner from each market will win an all-expense paid trip to Los Angeles where they will experience a day in the life of a game show host and co-host a segment of GSN LIVE.

Fred Roggin (“GSN LIVE”) will make a special appearance in his hometown of Phoenix, AZ.

GSN LIVE airs live throughout the day every weekday on GSN between 12-6pm ET/11-5pm CT. This interstitial programming celebrates all things games with unforgettable moments from game shows both new and classic and gives viewers at home a chance to win exotic vacations, high-tech electronics, major appliances, fine jewelry and much more. Game lovers can easily

play by calling the toll free phone number (1-888-4-GSN-LIVE) or participating for free online at GSN.com, making winning within reach for everyone.

Complete Schedule:

Date:	City:	Mall Location:	GSN Cable Operator:
Saturday, March 7	Cleveland	Westfield Great Northern	Time Warner Cable, Channel 219
Sunday, March 8	Philadelphia	Franklin Mills	Comcast, Channel 179
Saturday, March 14	Detroit	Laurel Park Place	Comcast, Channel 179
Sunday, March 15	St. Louis	Chesterfield Mall	Charter Communications, Channel 55
Sunday, March 22	Phoenix	Tempe Marketplace	Cox Communications, Channel 145
Saturday, March 28	Houston	Willowbrook Mall	Comcast, Channel 339
Saturday, April 4	Sacramento	Westfield Galleria at Roseville	Comcast, Channel 47

NO PURCHASE NECESSARY TO ENTER OR WIN. Promotion consists of a series of independent drawings at various locations starting on 3/7/09 at 10:00 a.m. ET and ending on 4/4/09 at 4:00 p.m. PT. Open only to legal residents of the 50 United States and D.C. who are 18 years of age or older. See Official Rules at www.GSN.com/Live for additional eligibility restrictions, where and how to enter, entry periods, prize descriptions/restrictions/ARVs and complete details. Void where prohibited.

NO PURCHASE NECESSARY TO ENTER OR WIN. Contest begins on 3/7/09 at 10:00 a.m. ET and ends on 4/4/09 at 4:00 p.m. PT. Open only to legal residents of the 50 United States and D.C. who are 18 years of age or older. See Official Rules at www.GSN.com/Live for additional eligibility restrictions, audition dates and locations, prize descriptions/restrictions/ARVs and complete details. Void where prohibited. Nestle is a title sponsor only. GSN is managing and fulfilling both the sweepstakes and contest.

About Tempe Marketplace

A Vestar Development property, Tempe Marketplace opened in June 2007. One of the leading privately held real estate companies in the western United States, Vestar specializes in the development of open-air retail centers and the management of retail, office and industrial properties. Vestar builds and manages entertainment-retail complexes, power and “lifestyle” centers, and neighborhood centers of varying size and scale that serve as community shopping destinations with a unique sense of place. Since its inception in 1977, Vestar has earned a reputation for integrity and responsibility in the fields of commercial development and property management.

For more information, visit www.TempeMarketplace.com.

About GSN

GSN is an industry-leading game content provider that distributes game show programming through its 68-million subscriber television network and its casual and online competitive

entertainment games site, **GSN.com**. As the premier television network for games, GSN encourages its viewers to play every day by putting winning within reach. Game lovers everywhere are invited to participate and play along through popular original game shows, free downloadable games and skill cash game tournaments. GSN is distributed throughout the U.S. and Canada by all major cable operators, satellite providers and telcos. The company is jointly owned by Sony Pictures Entertainment and Liberty Media Corporation. For further information, visit GSN's press website at **corp.gsn.com**.

About Nestlé USA and NESCAFÉ TASTER'S CHOICE

Named one of "America's Most Admired Food Companies" in *Fortune* magazine for the eleventh consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. Nestlé USA makes delicious, convenient, and nutritious food and beverage products such as NESCAFÉ TASTER'S CHOICE that enrich the very experience of life itself. That's what "Nestlé. Good Food, Good Life" is all about. Nestlé USA, with 2007 sales of \$8.25 billion, is part of Nestlé S.A. in Vevey, Switzerland — the world's largest food company — with sales of \$90 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

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