



**ShootersINC Lands Acclaimed TV Producer John Foy To Run ShootersTV**  
*Successful Developer of Reality TV Will Expand Company's  
Long-Form Content Production*

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PHILADELPHIA –

**ShootersTV**

([www.shooterstv.com](http://www.shooterstv.com)), the new division from multi-dimensional content company, **ShootersINC** ([www.shootersinc.com](http://www.shootersinc.com)) that is developing and producing programming for reality and

non-scripted television, has added long-time TV producer and content developer, **John Foy** as their Senior Vice President. In that role, Foy will be focused on expanding the amount, as well as the styles, of long-form content they produce.

The addition of Foy comes on the heels of ShootersTV signing with **Peleton Entertainment**, the New York-based television agency representing leading producers working in the reality and documentary arenas. Shooters first entered the content development world in 2007 when they co-developed “Dinner: Impossible”, an instant hit that was one of the first reality shows on the Food Network.

“We are lucky to find someone with John’s credentials, John’s career is incredibly impressive,” Ray Carballada, Shooters’ President says. “From his early work producing big event shows like **“The Grammys”** and **“The World Music Awards”** to such popular reality fare as **“The Biggest Loser”** (NBC) and **“Is She Really Going Out With Him”** (MTV), John knows reality TV. With him on-board ShootersTV is primed to make a big impact in the long-form television market.”

A Temple University alum originally from Harrisburg, PA, Foy moved to Los Angeles in the late 1980’s to begin his television-producing career. He first found success as a freelance producer on an array of shows from big event broadcasts and talk shows.

In 2001, he became Vice President of Production at Endemol Entertainment, the Amsterdam-based production company behind such hit shows as **“Fear Factor”** (NBC) and **“Big Brother”** (CBS). In 2002, he was one of the founding partners of, 3 Ball Productions, which produced such popular reality shows as **“Biggest Loser,”** (NBC) **“Breaking Bonaduce,”** (VH1) and **“Beauty & the Geek”** (WB).

In 2006, he left 3 Ball to launch Tijuana Entertainment, whose credits include the shows **“Is She Really Going Out With Him”** (MTV), **“Strange Days with Bob Saget”** (A&E) and **“Addicted To Food”** (OWN).

“Shooters is right on the edge of breaking out in a big way,” Foy says. “My goal is to steer content development to what the networks are looking for now and establish ShootersTV as a go-to production company.”

He adds, “The goal is to never get pigeonholed into any one style. You always want to have a broad scope of projects in development. Shooters’ is known for great production work, but we need to expand past that on the development side. Shooters’ work speaks for itself, and they’re a strong company that has the resources to put behind projects that they believe in.”

**About ShootersINC:**

ShootersINC is a creative content company with divisions working in the advertising, motion picture and television segments.

**ShootersTV** ([www.shooterstv.com](http://www.shooterstv.com)) is a division of ShootersINC dedicated to creating programming for reality and non-scripted television. ShootersTV is represented by Peleton Entertainment, the New York-based television agency representing leading producers working in reality and documentary. For more information contact Rob Miller at Peleton Entertainment by email at [rob@peletontv.com](mailto:rob@peletontv.com) or phone 212-572-9632; or contact Carrie Spott at ShootersTV by email at [carrie@shooterstv.com](mailto:carrie@shooterstv.com) or phone 215-861-0100.

**Shooters** ([www.shootersinc.com](http://www.shootersinc.com)) is a full service production and post house that blends talent, technology and client service to provide a superior level of quality and creativity. Shooters' client base consists of ad agencies, production companies, political consultants, PR firms, and corporations. For more information contact Shooters' Anne-Marie Starker ([anne@shootersinc.com](mailto:anne@shootersinc.com)) or phone 215.861.0100.

**ShootersNYC** ([www.shootersnyc.com](http://www.shootersnyc.com)) is the New York division of ShootersINC, a multi-dimensional creative production and post house specializing in editorial, visual effects, graphic design, finishing and audio post for advertising, television, feature film and new media. For more information contact Managing Director, Jeff Beckerman at 212-533-9400 or at [jeff@shootersnyc.com](mailto:jeff@shootersnyc.com).

**DIVE** ([www.divevisual.com](http://www.divevisual.com)) is the visual effects, DI and film finishing division of ShootersINC, led by veteran Visual Effects Supervisor Mark O. Forker. As one of the east coast's premier postproduction facilities for film finishing services, DIVE offers filmmakers the opportunity to complete Visual Effects, Digital Intermediates and Titles by coupling creative continuity with an integrated workflow. For more information, contact DIVE VP Business Development, Bob Lowery ([bob@divevisual.com](mailto:bob@divevisual.com)) at 267.514.7700.

Contact: Right Word Media  
Ray Ecke  
p. 973.726.3797  
f. 973.726.3798  
c. 201.741.1092  
e. [ray@rightwordmedia.com](mailto:ray@rightwordmedia.com)