



## **Shooters, Inc. Launches ShootersTV**

*Multi-dimensional Company launches a Reality TV and Non-Scripted Content Division and Signs with Peleton Entertainment*

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PHILADELPHIA, PA – On the heels of their success co-developing and producing original shows for **Food Network**, including the ground-breaking hit “**Dinner: Impossible**,” veteran multi-dimensional creative production and post production company **Shooters Inc.**, has launched **ShootersTV**, a new division to create programming for reality and non-scripted television. ShootersTV has signed with **Peleton Entertainment**, the New York-based television agency representing leading producers working in the reality and documentary arenas.

“ShootersTV is dedicated to developing quality and entertaining television,” **Ray Carballada**, Shooters President, says. “With our experience in the advertising and motion picture industries, as well as on the Food Network, we are uniquely positioned for networks, agencies and brands.”

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. A spinoff of the popular series called “Restaurant: Impossible” is airing now.

ShootersTV is a full service production company with a development team supported with complete production and post production services.

“This is a company that has proven itself over the past few years by delivering high-rated programs to the US television market,” **Rob Miller**, Peleton Entertainment’s President says. “Combined with a strong development and casting team, these three elements position ShootersTV to quickly create a name for itself in the reality television universe.”

**About Shooters, Inc:**

*Shooters, Inc. ([www.shootersinc.com](http://www.shootersinc.com)) blends talent, technology and client service to provide a superior level of quality and creativity. Shooters’ client base consists of ad agencies, production companies, filmmakers, television and cable networks, political consultants, PR firms, and corporations. Capabilities include Spirit 2K film transfer w/ Bones data, da Vinci 2k Plus w/Colorist Toolbox; Resolve Digital Cinema Suite, six Inferno/Smoke2k suites, nine Avid nonlinear edit, four final cut suites, CGI and graphic design, Flame, three surround sound audio suites, audio recording studio, film, HD and video crews and studio. Shooters offers these services in SD, HD, 2K, 4k, RED and Viper. For more information contact Shooters’ Anne-Marie Starker ([anne@shootersinc.com](mailto:anne@shootersinc.com)) or phone 215.861.0100.*

**About ShootersTV:**

*ShootersTV is a division of Shooters Inc., 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.*

**About DIVE:**

*Based in Philadelphia, PA, DIVE ([www.divevisual.com](http://www.divevisual.com)), is the visual effects, DI and film finishing division of Shooters Post & Transfer, 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)) or Executive Producer Andy Williams ([andy@divevisual.com](mailto:andy@divevisual.com)) at 267.514.7700.*

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