



**RESERVE**  
CHANNEL

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\*High-res images, show footage, and interviews available upon request.

**\*\*TUNE-IN ALERT\*\***

**RESERVE CHANNEL Launches on YouTube**  
**Channel Premieres July 19<sup>th</sup> with Four Dynamic Lifestyle Shows**

**NEW YORK – July 19, 2012** – Today, Uncommon Content launches RESERVE CHANNEL on YouTube, providing access to some of the most extraordinary people and places life has to offer. Whether it's traveling to exotic locales, getting inside the studio with iconic artists or cooking alongside legends, RESERVE CHANNEL delivers with four unique and compelling shows hosted by Eric Ripert, Dr. Frank Lipman, Mark Seliger and Savannah Jane Buffett. To subscribe, check out footage and learn more, visit [REDACTED]

*RESERVE CHANNEL Original Programming includes:*

***"On the Table" with Eric Ripert (Twitter: @OTTShow)***

**Premiering Thursday, July 19<sup>th</sup>**

Celebrated chef and television personality Eric Ripert of New York City's acclaimed Le Bernardin invites celebrity friends into his home kitchen where together they prepare the guest's signature dish – one that defines them – all the while discussing food, creativity, life and passion. With a great meal and maybe too much wine, everything is *On the Table*.

**Guests include:** Anthony Bourdain, Mario Batali, Stanley Tucci

***"Be Well Week; Be Well Weekend" with Dr. Frank Lipman (Twitter: @bewellweek)***

**Premiering Thursday, July 19<sup>th</sup>**

Known as "the voice of sustainable wellness" and founder of the prestigious Eleven Eleven Wellness Center in New York, Dr. Lipman and his integrative approach to health is sought after by some of Hollywood's most notable names. In each episode, celebrity guests dispense achievable advice on fitness, sex, integrative nutrition, preventative health, yoga, meditation and healthy cooking. Together they provide tips to help viewers maximize health, wellness and happiness for each upcoming week and weekend.

**Guests include:** Tabatha Coffey, Peter Sarsgaard, Kyra Sedgwick

***"Capture" with Mark Seliger (Twitter: @captureshow)***

**Premiering Thursday, July 19<sup>th</sup>**

*Capture* is a fresh and informative look at the art of photography and the stories behind the images. In each episode, renowned celebrity lensman Mark Seliger invites a fellow photographer and celebrity photo-buff into his NYC studio to share personal photographs and discuss their common passion.

**Guests include:** Dylan McDermott and Platon, Lauren Bush and Albert Watson, Matthew Modine and Martin Schoeller

***"EX-PATS, in cooperation with Travel + Leisure" with Savannah Jane Buffett (Twitter: @expats)***

**Premiering Thursday, July 19<sup>th</sup>**

According to modern definition, EX-PATS are people temporarily or permanently residing in a country and culture other than that of their upbringing. Host Savannah Jane Buffet (daughter of musician Jimmy Buffett) travels through foreign lands to discover the extraordinary stories of those who cut the home-cord, leaving behind a seemingly successful and ordinary existence, in search of a place to live their dream life.

**Guests include:** Chirag Vyas and Kevin Chipman, Co-founders of St. John Brewers; Jamison Whitbeck, Captain of KEKOA Expeditions & Black Sails Charters; Nate Olive, Founder of Virgin Island Sustainable Farm Institute (VISFI)

In addition to its original programming, created and produced by Uncommon Content, RESERVE CHANNEL launches with a significant slate of licensed HD programming including: *Food.Curated*, a three-time James Beard Nominee for Best Video Webcast that celebrates people passionate about everything edible; *Artland USA*, a twelve-part series that explores art and architecture from coast to coast; two seasons of Emmy Award-winning *Avec Eric* featuring renown Chef Eric Ripert; and *Behind the Label*, where you meet fashion's most influential and intriguing designers, from Donna Karan to Carolina Herrera.

RESERVE CHANNEL and THE CONVERSATION CHANNEL, which launches fall 2012, are owned and operated by Uncommon Content, a progressive content creation, development and production company. Uncommon Content produces both fiction and non-fiction content, which it owns, to be distributed primarily across the web via YouTube, television and other multi-media platforms.

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