

FOR IMMEDIATE RELEASE



Worldwide Bag Media Inc. and OWN: Oprah Winfrey Network (Canada) Begin Production on *Buy.o.logic*

New series is looking for participants

(November 18, 2011 – Vancouver, BC) A new television series from the producers of the highly successful series, *The Shopping Bags*, *Anna & Kristina's Grocery Bag*, and *Anna & Kristina's Beauty Call* is going into production and is scheduled to debut this spring on **OWN: Oprah Winfrey Network (Canada)**.

Hosted by acclaimed journalist **Isla Traquair**, *Buy.o.logic* will provide insights on how to live a better life by delivering up-to-date medical information in an engaging and entertaining way. With the help of medical professionals, products will be tested and evaluated based on health, price and performance.

President and Executive Producer **Anna Wallner** and CEO and Executive Producer **Kristina Maticic** are excited about this new partnership with Corus Entertainment's OWN (Canada). "We feel this series complements the types of shows viewers expect from us. And we have a few surprises planned that we think they'll be excited for."

"We're thrilled to be producing a series for OWN (Canada) that promotes the goal of living your best life. We can't wait until *Buy.o.logic* debuts on-air in the spring of 2012," said Gemini® Award-winning Executive Producer and Head of Development **Heather Hawthorn-Doyle**.

"*Buy.o.logic* will be an great new addition to the OWN (Canada) spring line-up and with Anna & Kristina at the helm of this new series, it's sure to deliver what they're best known for: consumer information you can really use in a highly entertaining package," said **Vibika Bianchi**, Vice President, Original Programming, Lifestyle, Reality, Factual Entertainment, Corus Entertainment.

Buy.o.logic is looking for participants to test products for its inaugural taping on **Tuesday, November 22**. Interested participants are encouraged to visit www.bagmedia.ca for more information on how to be part of the series.

About Worldwide Bag Media

Worldwide Bag Media Inc., founded by Anna Wallner and Kristina Maticic in 2008, is a multimedia company that produces television series, books and new media content. "Anna and Kristina's Grocery Bag" is currently airing on Oprah's OWN Network in the US, in Canada on W Network and OWN Canada, and in 55 other countries around the world. Previous projects also include "Anna and Kristina's Beauty Call," also in wide distribution. WBM operates www.annaandkristina.com a website dedicated to smart shopping. Anna Wallner and Kristina Maticic own New Shoes Productions Inc. which produced seven seasons (205 episodes) of *The Shopping Bags* for W Network and Fine Living U.S.

On March 1, 2011, OWN launched in over six million Canadian homes on what was previously the VIVA channel. OWN is available in Canada through a license agreement with OWN: Oprah Winfrey Network.

For more information, please contact:

Heather Hawthorn-Doyle
Executive Producer
Head of Development
Worldwide Bag Media Inc.
Tel: 604-669-1355
Cell: 778-228-1541
hhd@bagmedia.ca

Danielle Sefton
Communications
Corus Entertainment
416.479.6094
danielle.sefton@corusent.com