

For Immediate Release

Desperate Times Call For a New Breed of Reality Shows

ITD International announces the production of the TV Reality Series “Job Contender”

Carlsbad, CA – March, 2010 - The Job Contender is a reality show, but it's going to be more. This new TV series will be one of its kind. Dr. Herbert Kellner, the creator and executive producer of the series, emphasizes, “The Job Contender deals with the bitter reality more than 15 million of our fellow citizens are facing. The show offers hope, top-quality advice and training from world-class coaches and, most importantly, it will raise the employability levels of millions to new heights, where they can find work again.”

Most of the reality shows distort the American dream. For millions of Americans, the American dream has turned into a nightmare. The Job Contender TV Reality Series and the Job Contender Network will restore the American dream for many unemployed and underemployed people. Reality shows are often highly scripted. The contestants are prompted and pushed into playing roles. Not so with the Job Contender. All contestants have been unemployed for more than 12 months. Their lives have been destroyed because of financial troubles, problems with their families and the danger of becoming homeless. The primary goal of the series is getting contestants hired and thereby restoring their lives.

The Job Contender TV Reality Series will make its debut in 2010. The production team is already lined up and shooting of the pilot episode has started. The Series consists of 12 one-hour episodes. Auditions will be held in San Diego, Detroit and Palm Beach. The Series is a combination of Extreme Makeover: Home Edition and a new-style, action-filled coaching and training experience. During the coaching and training sessions, the contestants compete for life-changing prizes by participating in adrenalin-pushing challenges.

Website: www.jobcontender.com

Press Contact

To schedule a press briefing, please contact Mikel Walton at:

1-760-930-0268 or 1-760-637-0831

(email) mikel.walton@jobcontender.com