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BRIGHT SPOT IN THE HOUSING MARKET: NEW REALITY TV SHOW HIGHLIGHTS LOCAL DREAM HOMES

CHICAGO (1/20/2009) – Despite continued dismal forecasts for the housing market, viewers' interest in the American dream home still exists. A home and lifestyle reality show created and produced by MyOptic Media, Inc. proves it.

Builders & Buyers, a half-hour reality show combines documentary-style footage taken while following local builders and buyers as they build custom homes. Show participants not only share their home building experiences and luxurious homes but personal challenges and triumphs that strike an inspirational tone.

Alicia Rupert, a viewer writes: "Often times, the assumption is that families living in such luxurious homes are not in touch with "reality!" Your show allows us a different perspective."

The show's audience has steadily grown since its premier 13 months ago to Comcast subscribers in its Chicago test market. The show has captured coveted Nielsen Television ratings while motorcycle-riding host, Deb Baldwin, has been honored with a local Emmy nomination.

The show displays elegant homes designed to fit the lifestyle of its owners while providing information on different aspects of the home such as outdoor living spaces and luxurious kitchens. However, noting the current mood of the housing market and the nation, **Builders & Buyers** is not opposed to taking on the tough topics with episodes such as "Surviving the Downturn" and "Spec Homes," which profiles five builders of high-end homes without buyers.

Deb Baldwin, producer and host of **Builders & Buyers**, says she truly believes in the show's tag line – *where every house becomes a home*. "Our show highlights not just the brick and mortar of home building but shares real people and real stories that we hope both entertain and inspire."

To learn more about **Builders & Buyers** and to watch clips of the show, visit www.buildersandbuyerstv.com.