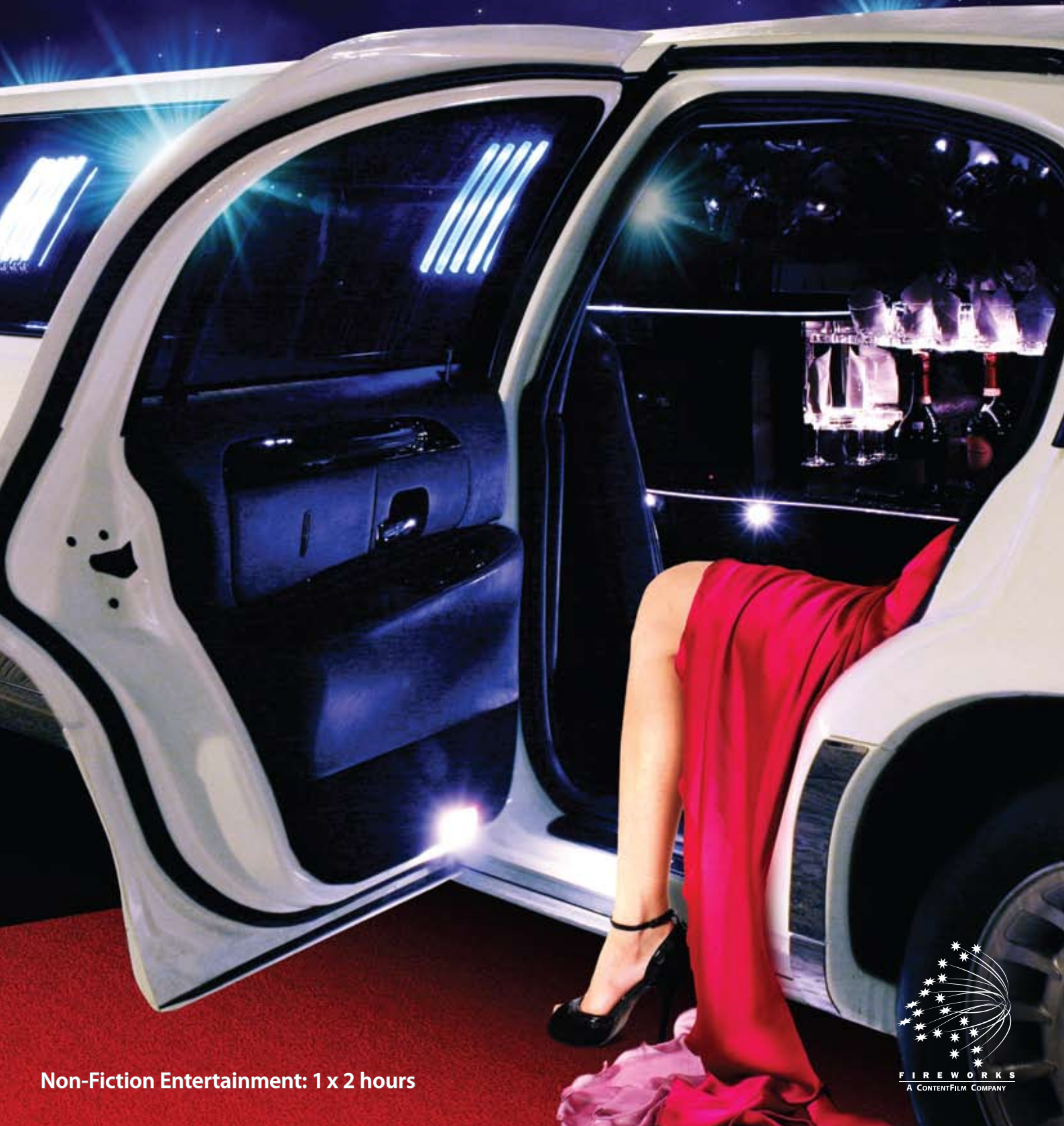


GUYS CHOICE AWARDS



Non-Fiction Entertainment: 1 x 2 hours



GUYS CHOICE AWARDS


Making headlines around the world, this two-hour homage to the kingdom of testosterone is the only awards ceremony that dares to give Clint Eastwood a set of brass balls and Halle Berry an award for a decade of hotness! Starting in 2010, the **Guys Choice Awards** will be available for the first time to international broadcasters through Fireworks International.

With its explosive blend of humour, celebrity, glamour, action and controversy, the **Guys Choice Awards** is the perfect vehicle to draw in the hard-to-reach young male demographic, offering a mammoth injection of testosterone for international schedules!

Presenting a host of unique awards, last year's ceremony attracted a glittering array of celebrities and, after delivering record ratings for Spike TV in the US, future **Guys Choice Awards** are guaranteed to be just as unmissable! Highlights included the reunion of Brad Pitt and Edward Norton as the cult classic *Fight Club* was inducted into the Guy Movie Hall of Fame, Halle Berry stealing the show with an unforgettable kiss with Jamie Foxx, and legendary guitarist Eddie Van Halen brought to tears accepting the first annual Guitar God Award. The show also included a performance by hip hop impresario Asher Roth and appearances by Sacha Baron Cohen, Mel Gibson, Robert Downey Jr., Mickey Rourke, Quentin Tarantino, Metallica and many more.

This is not your typical Hollywood awards show. Based on international voting on the Spike TV website, it is unapologetically male, with the winners chosen by guys, for guys - offering the elusive male audience what they really want.



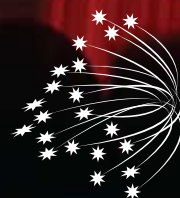
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Spike TV

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