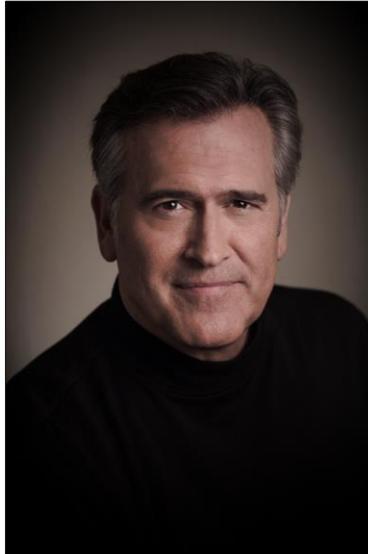




For Immediate Release:

**BELIEVE IT OR NOT, TRAVEL CHANNEL GREENLIGHTS THE REBOOT OF THE ICONIC
'RIPLEY'S BELIEVE IT OR NOT!' HOSTED BY ACTOR BRUCE CAMPBELL**



Veteran actor Bruce Campbell is executive producer and host of the reboot of "Ripley's Believe It or Not!"

NEW YORK (January 2, 2019) – Ripley's Believe It or Not! has cornered the market on the extraordinary, the death defying, the odd and the unusual. Now, 100 years after Robert L. Ripley launched the brand, the phrase *Believe It or Not!* is known globally and has come to symbolize how we marvel at the wonders of our world.

Travel Channel is rebooting the iconic series, hosted by veteran actor Bruce Campbell (*Evil Dead, Burn Notice*), with 10 all-new, one-hour episodes that will showcase the most astonishing, real and one-of-a-kind stories. Currently in production, the series will be shot on location at the famed Ripley Warehouse in Orlando, Florida, and will incorporate incredible stories from all parts of the globe — from Brazil to Baltimore. The series is slated to premiere in summer 2019.

As part of the 100th anniversary celebration of Ripley's Believe It or Not!, Campbell rang in the new year in Times Square with the New Year's Eve Ball Drop along with millions of new friends.

"As an actor, I've always been drawn toward material that is more 'fantastic' in nature, so I was eager and excited to partner with Travel Channel and Ripley's Believe It or Not! on this new show," said Campbell. "And because amazing things happen all around the world, we should have no shortage of *unbelievable* stories to share with a fresh new audience."

“Travel Channel fans have an insatiable curiosity about the world and sharing this wonderful and weird series with the next generation of fans is a thrill,” says Jane Latman, general manager, Travel Channel. “This entirely new version of Ripley’s is a fresh contemporary approach to the odd and unusual and will be jam-packed with larger-than-life characters, cool facts, history and science.”

“Ripley’s Believe It or Not! has a long history of television shows, dating back to the first one hosted by Robert Ripley himself in 1949,” said Norm Deska, executive vice president of intellectual property, Ripley’s Believe It or Not!. “We could not be more excited to return to television in 2019 with an all-new show on the Travel Channel.”

“Ripley’s Believe It or Not!” is produced by Texas Crew Productions for Travel Channel. For Texas Crew Productions the executive producers are Brad Bernstein, David Karabinas, Ron Bowman and Bruce Campbell. For Travel Channel, the executive producer is Daniel A. Schwartz, Jane Latman is general manager and Henry Schleiff is group president of Investigation Discovery, Travel Channel, American Heroes Channel and Destination America.

ABOUT BRUCE CAMPBELL

Bruce Campbell is an American actor, producer, writer, comedian and director. One of his best-known roles is portraying Ash Williams in Sam Raimi's *Evil Dead* franchise, which originated in 1979 as a low budget film in which he starred and was co-executive producer. He has starred in many cult films such as *Crimewave* (1985), *Maniac Cop* (1988), *Sundown: The Vampire in Retreat* (1989) and *Bubba Ho-Tep* (2002).

In television, Campbell has been seen in lead roles in *The Adventures of Brisco County, Jr.* (1993–94) and *Jack of all Trades* (2000), starred as Autolycus (the King of Thieves) in *Hercules: The Legendary Journeys* and *Xena: Warrior Princess* (1995–99) and Sam Axe on the USA Network series *Burn Notice* (2007–13). Most recently, Campbell has been seen on AMC’s *Lodge 49* and Starz’s *Ash vs. Evil Dead* in his reprised role of Ash Williams. Campbell has an extensive personal appearance tour that attracts his rabid fans from all across the country.

ABOUT TRAVEL CHANNEL

For the bold, daring and spontaneous; those adventurers who embrace the thrill of the unexpected; those risk-takers who aren’t afraid of a little mystery; if you’re up for anything, down for whatever, and above all, love great stories, journey on to Travel Channel. We’re more than you expect and everything you didn’t know you were looking for. Reaching more than 82 million U.S. cable homes, Travel Channel is the world’s leading travel media brand. Fans also can visit [Travel Channel](#) for more information or interact with other fans through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). Travel Channel is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery and OWN: Oprah Winfrey Network.

ABOUT RIPLEY’S BELIEVE IT OR NOT!

Ripley’s Believe It or Not! is part of the Ripley Entertainment Inc. (www.ripleys.com) family of worldwide attractions, the global leader in location-based entertainment. More than 14 million people

visit its 100-plus attractions in 10 countries each year. In addition to its 30 Believe It or Not! Odditoriums, the Orlando, Florida-based company has publishing, licensing and broadcast divisions that oversee projects including the syndicated Believe It or Not! television show, best-selling books and the popular syndicated cartoon strip, Ripley's Believe It or Not!, that still runs daily in countries around the world. Ripley Entertainment is a Jim Pattison Company, the second-largest privately held company in Canada.

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