



FOR IMMEDIATE RELEASE

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**FROM ABNORMAL TO OUTRAGEOUS, NEW SERIES 'MADVENTURES'
EXPLORES THE CRAZIEST HUMAN PRACTICES ON EARTH**

*--On September 21 at 10PM, Travel Channel Introduces Finland's Award-Winning
Extreme Travel Series to American Viewers--*

(Chevy Chase, MD) – Beginning **Monday, September 21 at 10PM**, the Travel Channel will introduce to American audiences, **MADVENTURES**, Finland's award-winning cult hit that features the most outrageous practices found in the most off-the-beaten-path destinations on earth. With no limits to their daring and imagination, backpackers Riku Rantala and Tuomas "Tunna" Milonoff pair up as the show's two-man-crew to bring viewers a raw and unscripted definition of extreme travel.

Traveling to the strangest places on earth to satisfy their burning curiosity for the rare and unknown, Riku and Tunna partake in the forbidden pastimes of a barrage of different cultures, fully immersing themselves in the most intense and unusual activities. From interacting with beautiful human-like robots and staying in a fetish hotel in Japan; to exploring their unconscious demons with indigenous tribal medicine in Brazil; to dancing disco in sync with 1200 prison inmates in the Philippines; the pair approaches each challenge with an infectious sense of fun, dismissing all rules and often risking their safety to discover the native culture.

Included in every episode is a segment called 'Mad Cook,' featuring the most abnormal delicacies in each locale. Sampling everything from dancing octopus, boiled leeches, and giant earth worms; a playful game of rock, paper, scissors determines the winner, with the loser consuming all parts of the dish to fully engage in the authentic customs.

Episodes run through November 9 and include Riku and Tunna's trips to Brazil, South East Asia, Japan, Russia, Philippines, China, Papua New Guinea, India, Togo, and Yemen.

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Viewers can log on to www.travelchannel.com for additional content including **MADVENTURES** Webisodes and slideshows, ‘Mad Cook’ recipes, a **MADVENTURES** blog, and a travel guide. To follow **MADVENTURES** on Facebook, Twitter, and MySpace log on to http://www.travelchannel.com/TV_Shows/Madventures. Full episodes are also available anytime On Demand.

For series photography, please visit www.media.travelchannel.com.

MADVENTURES is produced by GimmeYaWallet Productions Oy and Rabbit Films Ltd. for the Travel Channel. The executive producers are Jukka Hilden, Jarno Laasala, Tuomas Milonoff and Riku Rantala. For the Travel Channel, the executive producer is Daniel A. Schwartz.

About Travel Channel Media:

Travel Channel Media is an integrated travel media business, and is wholly owned by Cox Communications, Inc., a leading multi-service broadband communications and entertainment company. Travel Channel Media includes: the Travel Channel television network, available in 94 million U.S. cable homes; Travel Channel HD™, the network’s high-definition simulcast; travelchannel.com, the network’s broadband travel hub; Travel Channel’s video-on-demand (VOD) and HD VOD offerings; its mobile content platform, Travel Channel GO™; World Hum (worldhum.com), a leading online travel blog; and FlightDeck™, an innovative content-sharing and advertising network for online publishers and advertisers.

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