



For immediate release

Let Them Eat (More) Cupcakes!

*Gemini-Winning **The Cupcake Girls** Launches Second Season...And Second Baby*

(Vancouver, BC – March 3, 2011) Force Four Entertainment is proud to announce that season 2 of its Gemini-winning lifestyle documentary series, *The Cupcake Girls*, premieres Wednesday, April 6 at 9 p.m. and 9:30 p.m. ET/PT, with back-to-back episodes each week on W Network.

Season 2 returns for another season of deliciously delectable and hilarious episodes of best friends Heather White and Lori Joyce on their sweet journey to build a cupcake empire. Season 1 saw Lori successfully conceive through IVF, Heather working through her own personal struggles using an intense gym regime, and business-as-usual at Cupcakes had the ladies investigating missing money, securing two coveted new locations, doing a team retreat in the wilderness and dealing with the realities of working with family members.

In season 2 of *The Cupcake Girls*, Lori and Heather, continue to expand their “cupcake empire”, but this season, their “no marriage, no babies” policy has been lifted and consequently their personal lives are wreaking havoc on their business plans like never before. Lori’s maternity leave lasted all of two days and she’s struggling with the compromises that running a business and being a new mother require - something’s gotta give, and Lori’s determined it won’t be her dedication to breast feeding. Heather is equally distracted by her relationship and her big news – she’s pregnant! Heather’s father, Brian, returns as Senior VP of Facilities Management and gets more deeply involved in the business. New characters in the mix this season include the new pastry chef, a Gordon Ramsey wannabe, who cooks up new flavors for a man-friendly cupcake line, and an uber-designer who takes charge in refreshing the brand but whose working style divides Heather and Lori like never before. Top that off with Cupcakes franchises opening across the country and now two babies in the mix, there is never a dull moment in the world of Cupcakes!

“W Network is a great broadcast partner and we’re all delighted to have won the Gemini Award for Best Series,” says John Ritchie, Executive Producer at Force Four Entertainment. “We are thrilled that the series has resonated with viewers in over 80 countries, who clearly love following the business and personal adventures of Lori and Heather, and there’s a great ride ahead for season two.”

Best friends since they were 15 years old, both Lori and Heather grew up in Victoria, BC and dreamed of owning their own business. That dream came true in April 2002 when they opened their first Cupcakes bakery on Vancouver’s Denman Street.

With a total of six Cupcakes bakeries in BC, Heather and Lori are recognized as two of BC’s top entrepreneurs and have no plans to stop there. They have expansion plans through 2011 with more franchise bakeries opening across the country and world-wide interest in their sweet and successful concept.

The Cupcake Girls has had much sweet success this year – in August 2010, the show's first season began airing on U.S. network, WEtv, and is now also seen in 80 countries around the globe. 2

About Force Four Entertainment:

Force Four Entertainment is based in Vancouver, BC, began operations in 1983, and has grown into one of Canada's most successful and respected television production companies. Force Four has produced more than 300 hours of primetime broadcast programming, earning accolades on the national and international stage.

The company's highly successful television programs include lifestyle, documentary and scripted programming that is sold and aired around the world. Force Four has been awarded the prestigious Peabody Award, 10 Gemini Awards and over 25 Gemini nominations, and is owned by President Rob Bromley, Executive Producer John Ritchie and Director of Business Affairs Gillian Lowrey. Upcoming series include eight episodes of *Murder She Solved: True Crime*, airing in September on Viva, and *Village on a Diet*, a ten episode series airing on CBC in January, 2011. *The Cupcake Girls* is the company's fourth television series produced for W Network. www.forcefour.com

About Cupcakes:

A popular, retro-styled Vancouver-based retail bakery, *Cupcakes* specializes in whimsical cupcakes, cakes and other nostalgic baked goods made fresh daily. Co-founded by best friends Heather White and Lori Joyce in 2002, Cupcakes employs 50-60 employees depending on the season and has two corporately-owned bakeries and four franchise bakeries to date, with its newest store opening in Victoria in 2011. Cupcakes bakes their products from scratch and use preservative-free, basic ingredients, offering customers fresh batches of yummy goodness daily. They also offer scrumptious retro cakes and cupcakes for weddings, birthdays, special events, or just to indulge.

www.originalcupcakes.com

About W Network

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to a popular games section and a rich online community. W has built a leadership position as "marketing to women experts" through its various research initiatives, including The Her Report.

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