

About STACEY DAVID'S GEARZ®



A magic moment with Stacey and Ted Nugent - 2007



Stacey David's GearZ® is a 30-minute program that combines quality do-it-yourself automotive projects with the history and amazing "stories behind the stories" that have created our car, truck and motorcycle crazed culture.

Beginning in early spring 2007, ESPN2—with more than 90 million subscribers—aired "GearZ" with rave reviews as part of ESPN's move into automotive programming which began with the broadcast of NASCAR events. For 2008, GearZ has found a new home at the Speed Channel as part of their "Engine Block" where consistent airtimes, block promotions, and extension to our vast Canadian viewership has helped to continue to drive ratings up and up! SPEED is the nation's first and foremost cable television network dedicated to motorsports and the passion for everything automotive. Now available in over 78 million households in North America, SPEED is among the fastest-growing sports cable networks in the country. Paired with the current viewership and website fan base, the collaboration between Speed and GearZ has been a huge success!

Stacey's engaging personality and presence pulls in viewers and keeps them watching - even if they didn't think they were interested in cars, trucks or motorcycles! That's probably because Stacey doesn't just play a mechanic on television; he's the real thing! A master mechanic with expert skills in fabrication, welding, engine work, and painting, Stacey combines expert skills with a vast knowledge of the automotive industry—past and present. Stacey also has a sterling reputation with OEMs and other automotive industry vendors.

On *Stacey David's GearZ®* viewers will find the high energy, high quality, how-to programming that has been the foundation of Stacey's success as well as those wild test drives we all know and love. He also understands how to help companies effectively position their products to reach their customers. On GearZ, Stacey not only builds a wide range of unique vehicles, he also demonstrates tools and techniques and reveals inside secrets that viewers simply won't see anyplace else. The purpose?...to encourage viewers to "get out there and build something." To top it off, GearZ also includes stories on history-makers and other gearheads as well as taking the viewer on shop tours and covering automotive events that make up the whole "gearhead" experience.

No doubt about it, *Stacey David's GearZ®* is one action-packed thirty minutes that has something for everyone!