

STAND UP AND COOK!

STARRING CHRISTINA ARNESON
TV'S FIRST ON-AIR COOKING CLUB

Not your average cooking show, not your average cookbook and certainly not your average cook, **STAND UP AND COOK!** Starring Christina Arneson is all out infotainment! Combining food, television, a wacky host, a one-of-a-kind cookbook and a clear message to all: Get up off the couch and let's cook!

STAND UP AND COOK!

Participate in the making of healthy, creative, easy-to-prepare meals and kitchen necessities!

STAND UP AND SPEAK!

Participate in your life! Have an opinion! Take a stand!

STAND UP AND LAUGH!

Life is a party! Live it, love it and laugh at it!

CHRISTINA ARNESON'S quirky, inimitable style is the next big thing. A culinary and cultural rock star, Christina is unafraid to stand up, speak out, change the world, and make a really great dinner while doing it. Clad in her trademark leather pants ("The perfect uniform for motherhood - everything wipes off with a wet sponge! Who knew?"), she's sexy, smart, hip and a little too hot to handle. Like her viewers, Christina is not a professional chef—she's developed her style, technique and personal flavor by getting up and participating, studying with a long line of chefs and restaurateurs that have been woven throughout her past.

STAND UP AND COOK! is an on-air cooking club, talk show, and agent of change all rolled up into one fun-filled hour. Opening with her theme song, "Shake Your Foodie," Christina, armed with her cutting-edge style and flavorful recipes, will have a new group of Guest Foodies each week to help make dinner then sit down over the easy and delicious repast to discuss the Hot Topic. And with Christina leading the discussion, you can be guaranteed that it won't be your average dinner conversation. You just never know what Hot Topics Christina is going to choose next—psychic phenomenon, surviving Betty Crocker, her own "Duh Diet," Martha Stewart's incarceration, life's most embarrassing moments, local philanthropic events, current political issues, new book ideas and, of course, leather pants.

STAND UP AND COOK Cooking Club News is a tie-in column written for the Southampton Press. Each week the column will run the current show's menu, recipes, and a shopping list so home viewers can be prepared to Stand Up and Cook along with the show. Viewers are also invited to call in and sound off with their own views on that week's hot topic.

STAND UP AND COOK! The Cookbook Series, due out in Spring 2005, (<http://www.iddoadayformartha.com/standupandcook.html>) does just what the title implies. It's unique patented design allows the cookbook to stand up on your counter. Recipe pages are split into three separately searchable sections: protein (chicken, meat and seafood), vegetables (healthy, simple, easy) and grains (pasta, rice and bread). Mix and match an aesthetically pleasing menu of your choice. Christina's original recipes include realistic photos, make the most of flavor, use few ingredients and usually take less than 30 minutes to prepare.

CHRISTINA ARNESON

CURRICULUM VITAE



Raised in a restaurant family that often resembled a circus, Christina learned early on to think on her toes and tap into her creative resources. Fueled by rebellion and her insistence on having things her own way, at a young age she began creating and collecting her own versions of recipes she learned along the road.

Outspoken from the start, she has continually stood up for what she believes in—from fighting to save buildings in South Beach from the wrecking ball, to her relentless pursuit of the pharmaceutical industry around the use of mercury in vaccines (because of her group's efforts, two states have now banned the practice...she fights on). Just last month, she tried to do jail time in protest over Martha Stewart's conviction.

Her fifteen-year career in book publishing began with a move to NY from South Beach starting at the bottom and quickly working her way up the ranks to Director at Simon & Schuster, then leaving to start her own literary agency. In addition to the cookbook series, Christina has written two successful books of humor "How to Aggravate A Woman" and "How To Aggravate A Man.

A former model, bit-part actress, Marilyn Monroe impersonator and comedienne, her on-stage style is a complicated but alluring mix of Doris Day meets May West. Her voracious appetite for knowledge is softened by her leggy blonde cuteness, then mixed with Mensa intellect, an amazing sense of humor, a little OCD, and the ability to predict the future a la Faith Popcorn, allowing her to surf a wave ahead of the trends, dragging people along for a wild ride. She's a compelling personality with delicious style, brazen humor and an intoxicating, yet somewhat psychotic perseverance to never give up no matter what.

STAND UP AND COOK! is destined to be a runaway hit and **Christina Arneson** is already a Rock Star. The sky's the limit with this explosive combination of talent, innovation and will.

Plum TV has the opportunity to **STAND UP** and launch a true original. We hope you will take that chance!

Christina currently lives in Westhampton Beach, is raising two children and runs WHB Gourmet Gifts & Goods, a small specialty shop on Main Street. **STAND UP AND COOK!** The Cook book is currently in production for a May 2005 release date.