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First Paranormal Channel Launches on Internet www.GhostChannel.tv

GETTYSBURG, Pennsylvania, September 4, 2007 - Dead On Productions, LLC, today announced its launch of the Ghost Channel as the only channel exclusively offering historical and paranormal non-fiction programming via the Internet. The company's shows are sold as podcasts and vodcasts that can be viewed on ipods, computers, and televisions.

Dead On Productions is a partnership between historian Mark Nesbitt, author of the highly acclaimed *Ghosts of Gettysburg* series, and Investigative Medium Laine Crosby, marketing strategist and former director of marketing for high-tech ventures, including the launch of The Weather Channel New Media and weather.com.

The duo also co-host the talk show ***Ghost Talkers***, with a chilling paranormal adventure in each episode. The show includes interviews with psychics, authors, historians, and paranormal investigators. The first season's topics include: unpublished Gettysburg ghost stories, capturing electronic voice phenomenon, psychic encounters, demonology, possessed possessions, and all things paranormal.

"We noticed a void in the market- audiences' desires were not being met," said executive producer Laine Crosby, an ex-marketing executive who now works as an Investigative Medium. "Although national cable networks have begun to offer quality programming about the paranormal, with the exception of the random podcast, the Internet seems to be dead silent. We are the first non-television network to launch this unique programming in the high-tech world."

"I think we're ahead of the curve", said executive producer Mark Nesbitt, who is also an author, paranormal investigator, and Civil War historian. "We see what people want since we are a part of this industry. We frequently hear the same questions on our walking tours, and we see the demand for a variety of historical and paranormal non-fiction texts in our own stores as well as major bookstore chains carrying our publications. The demand for more and more paranormal non-fiction is overwhelming, and we want to give it to our audience anytime, anywhere."

With trafficking schedules tight at television networks, along with homogenous programming, producers find it increasingly difficult to gain placement for their original shows, and audiences are left unfulfilled. The Ghost Channel (ghostchannel.tv) partners with production companies to syndicate their programming and offer viewers a greater assortment of creative entertainment, combining historical documentary with paranormal reality and adventure. And with programming offered via the Internet, the potential reach is comparable to all the networks combined.

The Ghost Channel is offering a full season of episodes of ***Ghost Talkers***, with several original series in development and post-production. The ***Ghosts of Gettysburg Candlelight Walking Tours*** will soon be available for download to provide distant audiences with the opportunity to experience Gettysburg and many of the stories in the popular *Ghosts of Gettysburg* series by Mark Nesbitt. Nesbitt's audio books will also be available soon as downloads.

Partners:

The Ghost Channel announces its partnership with Exspiro Productions, and its works by executive producers Andrew Keyser and Tonya Keyser, including *Giving Up the Ghost: An amazing journey into the realm of ghosts*, and the *Historical Haunts* series are available this month.

About Executive Producer Mark Nesbitt:

Nesbitt was a Licensed Battlefield Guide in Gettysburg, Pennsylvania, before starting his own research and writing company in 1977. In addition to the award-winning Ghosts of Gettysburg series (www.ghostsofgettysburg.com), his published works include: *Drummer Boy at Gettysburg*, *If the South Won Gettysburg*, *35 Days to Gettysburg*, *Rebel Rivers*, *Saber and Scapegoat: J.E.B. Stuart and the Gettysburg Controversy*, *Through Blood and Fire*, *The Ghost Hunter's Field Guide: Gettysburg and Beyond*, *Haunted Pennsylvania*, and *Sixty Things to Do When You Turn Sixty* (contributing author).

Nesbitt has been a keynote speaker and guest lecturer for numerous colleges and universities, as well as political, civic, and trade associations. He has won several awards and has been seen or heard on The History Channel, A&E, The Discovery Channel, The Travel Channel, Unsolved Mysteries, Coast to Coast AM, and in regional television and radio programs as well as local newspapers. His Ghosts of Gettysburg Candlelight Walking Tour was named the #1 ghost tour in the country by Haunted America Tours, and he recently began the Ghosts of Fredericksburg Candlelight Walking Tours in Fredericksburg, Virginia. His latest book, *Ghosts of Fredericksburg*, will soon be available.

Executive Producer Laine Crosby:

Crosby spent two decades in marketing and public relations in the capacity of director/vice president, building businesses, positioning brands, and launching products for major corporations and start-up companies. Since 2005, Crosby has worked as an investigative medium (investigativemedium.com), and spends time working on murder cases, writing about her adventures as a medium, and producing original programming for Dead On Productions.

Crosby's online and broadcast media experience began at The Weather Channel where she worked several years directing and managing all marketing efforts for The Weather Channel Web site (weather.com) brand and launch, 1-900-WEATHER, Radio and Newspaper Distribution, and syndication of The Weather Channel across various interactive delivery media including email and wireless technologies.

Crosby's experience also includes the marketing launch of Wachovia Investments, the investment subsidiary of Wachovia Corporation (NYSE:WB); Coca-Cola USA (NYSE:KO) the Burger King account; the product launch of Kellogg's (NYSE:K) Banana Nut Cereal; and director of marketing for several high-tech start-ups spawned from Georgia Tech's prestigious incubator, the Advanced Technology Development Center (ATDC). Crosby spent many years as a publicist and corporate writer, and after leaving The Weather Channel, she owned the Atlanta-based marketing and public relations firm, the redd group, until she relocated to Maryland in 2004.

Crosby moved to a haunted house on an old Maryland plantation and life has never been the same. The shock of leaving the city life was compounded by the realization that she had psychic abilities. Crosby's work as a medium has been in The Washington Post, and she has appeared on the Michael Medved Show as well as the local WB and Fox News affiliates and in several local and national papers. Crosby has helped historians and archaeologists discover details about the history of locations in Virginia, Maryland, West Virginia, and Pennsylvania.

About The Ghost Channel (ghostchannel.tv):

The Ghost Channel is wholly owned by Dead On Productions, LLC., and is dedicated to the creation of unique programming combining historical documentary with paranormal reality and adventure. The company was founded in 2007 by author Mark Nesbitt, along with Investigative Medium Laine Crosby. The Ghost Channel syndicates original shows by independent producers related to history and the paranormal, and shows are sold as podcasts and vodcasts (audio and video downloads) that can be viewed on ipods, computers, and televisions.