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BRIGHT SPOT IN THE CHICAGO HOUSING MARKET: NEW REALITY TV SHOW HIGHLIGHTS LOCAL DREAM HOMES

CHICAGO (1/15/2008) – Despite dismal forecasts for the housing market that include further plummeting home sales, builders & buyers across Chicagoland are still hard at work building luxury dream homes. A new home reality show created here in Chicago proves it.

Builders & Buyers, a half-hour reality show produced by MyOptic Media, Inc., combines documentary-style footage with personal narratives that both inform and entertain viewers while following local builders and buyers as they design and build custom homes in Chicago suburbs like Hinsdale, Naperville, Lemont, Glen Ellyn and Palos Park.

The show premiered Dec. 1, 2007, on Comcast Network Channel 100 with a holiday special that featured several teams of builders and buyers working together to create custom homes. The second episode focused on speculative homes and introduced viewers to five builders who have the confidence to build high-end homes without buyers – even in today's market.

The next scheduled episode will give viewers a perspective on current market conditions from the vantage point of builders, subcontractors, realtors, home buyers and sellers that just may differ from current headlines. "Surviving the Downturn" will begin airing on Feb. 9, 2008.

Builders & Buyers airs on Saturdays at 10 a.m. and Sundays at 9 p.m. on Comcast Network Channel 100. All episodes can be viewed at your convenience with On Demand from Comcast.

To learn more about ***Builders & Buyers*** and to watch clips of the show, visit www.buildersandbuyerstv.com.