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Fremantle logs 'LoveRace'

Co., Heavy.com partner for dating show

By [DIANE GARRETT](#)

FremantleMedia and Heavy.com are partnering on a "Dating Game" for the Internet age.

"LoveRace," a reality skein targeted at adults 18-25, is broken into two segments: casting, which begins in the fall, and the six-week competition, which begins in February. Femme contestants will submit their online vids and create their own profile pages on various social networks, including Facebook and MySpace. Aud members will then choose 12 women for the competish.

During the competition, contestants will post videos trying to convince the men to go on a date with them; the men, in turn, will post videos attempting to convince the femmes that they are one to date. FMX, FremantleMedia's new-media division, plans on integrating brand sponsors into the competish; if it lines up a mobile phone sponsor, for example, the competish would contain a texting component.

Contestants not chosen will move onto the second season of the Web skein, ala "The Bachelor" and "The Bachelorette."

Fremantle hopes to establish a brand it can extend into other platforms, much the way it did with "Secret Girlfriend," an online skein being developed into a TV pilot.

"We're going to extend it around the wheels, as we like to say," said Shannon Pruitt, VP of integrated marketing, sponsorship and live events for North America.

Among the possible brand extensions: mobile versions or pay-per-view events tied to the skein.

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