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RACHAEL RAY AND GUY FIERI COACH EIGHT MULTI-TALENTED CELEBRITIES ON *RACHAEL VS. GUY CELEBRITY COOK-OFF*

Six-Episode Series Premieres Sunday, January 1 at 9pm ET/PT

Alyssa Campanella, Aaron Carter, Coolio, Taylor Dayne, Joey Fatone, Cheech Marin, Lou Diamond Phillips and Summer Sanders Compete For Charity

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NEW YORK, NY – November 14, 2011 – Two of Food Network's biggest icons, Rachael Ray and Guy Fieri, will square off against each other for culinary bragging rights in ***Rachael vs. Guy Celebrity Cook-Off***, premiering Sunday, January 1st at 9pm ET/PT. In this six-episode competition series, the Emmy®-winning talk show host **Rachael Ray** and best-selling cookbook author and successful restaurateur **Guy Fieri**, will each serve as coaches and mentors to eight multi-talented celebrities, all of whom are passionate about food and cooking. Divided into 'Team Rachael' and 'Team Guy', each episode features celebrity contestants battling it out in a fun, fast-paced culinary fight-to-the-finish, with the two bottom-rated contestants from the losing team going head-to-head in a blind tasting elimination challenge. In the end, the last contestant standing is crowned king or queen of the *Celebrity Cook-Off* and wins \$50,000 for the charity they are playing to support.

"Rachael vs. Guy is the most exciting, funny and suspenseful piece of television I have ever made. This show is true reality television; no staging, no tricks and no do-overs," said Rachael Ray. "These contestants bonded with each other making the drama of the competition even more thrilling and intense. I think everyone will be amazed to see our contestants compete at the highest level and perform like master cooks, we honestly couldn't believe it."

"I've known Rachael for years and I was psyched to finally have the opportunity to collaborate," said Guy Fieri. "I also had a blast coaching the celebrity contestants as they battled it out in the kitchen for their favorite charities."

The eight celebrity contestants hail from a broad range of backgrounds, from TV, to movies, to sports and music, they include, **Summer Sanders** (Two-time Olympic gold medalist swimmer and national sportscaster); **Lou Diamond Phillips** (Golden Globe®-nominated actor, *Stand and Deliver*); **Aaron Carter** (Multi-platinum-selling recording artist and actor, *Popstar* and *Supercross*); **Joey Fatone** (Singer, actor, television personality and former member of top-selling supergroup 'N Sync); **Taylor Dayne** (Chart-topping recording star and actress, Broadway's "Aida" and Television's "Nightman"); **Coolio** (Grammy®-winning hip-hop artist); **Cheech Marin** (Grammy-winning comedian, screenwriter and actor); and **Alyssa Campanella** (Winner, Miss USA 2011 and Runner-Up, Miss Teen USA 2007).

The series kicks off and the heat is on, as Rachael and Guy welcome the contestants and select their teams. The two teams face off in a showdown for the first ever *Celebrity Cook-Off* Food Festival, where each team member must create an original dish for 150 people. At the end of the festival, each contestant's fate lies in the hands of the

attendees, who vote for the team with the best food. The bottom two celebrities from the losing team must compete in a sudden-death, blind taste challenge judged by Rachael and Guy, where it is determined which celebrity goes home. The celebrities are pushed to new culinary limits over the course of the series, including operating their own curbside lunch cart in New York City; contending in one-on-one *Chopped* style battles, complete with special guest judges **Alex Guarnaschelli**, **Marcus Samuelsson**, and **Scott Conant** straight from the *Chopped* set. It all culminates in the finale, where the final two celebrity contestants face their toughest challenge and attempt to launch their very own restaurant, where they must develop the menu as well as create a restaurant theme and décor. Finale includes special guest appearances by **Nina and Tim Zagat**, co-founders of Zagat Survey, where the winner will be determined by utilizing the Zagat rating system.

Rachael vs. Guy Celebrity Cook-Off is produced by Jane Street Entertainment.

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