

HOME SWEET HOME™

Take one magnificent home ... surround it with 100 giant door-shaped lollipops ... and 100 eager tongues ... and you've got one sweet TV show

Contestants try to lick their way into the home of their dreams.

Contestants with a sweet tooth for the finer things in life compete for their dream home and home improvement items in *Home Sweet Home*, a tongues a-waggin' free-for-all.

A magnificent new home will be surrounded by 100 giant door-shaped lollipops, behind each of which is an actual door that leads into the home. Home Sweet Home contestants must lick, rub and/or otherwise make their way through the two-foot-thick lollipop doors. In addition to using their tongues, contestants will be allowed to use other body parts to supply the necessary friction to get them through the door and into their dream home.

Contestants will strategize about how to lick the competition by employing physics, chemistry, biology and simple common sense to determine how, when and where to apply friction to get them through to their dreamhouse before the other contestants.

Runners-up will win home improvement items including kitchen and plumbing fixtures, furniture, doors, air conditioning units, home entertainment centers, lumber and paint.

COMPELLING ACTION AND BACKSTORY

Home Sweet Home contestants will hail from every walk of life. Though diverse in backgrounds, they'll be united in purpose: to get out of their inadequate housing situations and into their dream home. The audience will cheer for their favorite contestants who span the gamut of average Joes and Janes in search of the American Dream ... home.

Divorced mothers of five living in squalid one-bedroom apartments, unemployed fathers and their families who recently lost their homes through foreclosure proceedings, and young couples just starting out who dream of one day leaving the claustrophobic confines their efficiency apartments – all driven by sheer will, gritty determination and downright desperation.

While contestants lick the doors, advertisers will lick their chops at the prospect of participating in Home Sweet Home, a show rife with high-profile advertising, promotional and marketing opportunities.