

# **Jesse James Takes on Death-Defying Events Each Week in Spike TV's 'Jesse James Is A Dead Man'**

## **New Series Featuring Automotive And Motorcycle Icon, Jesse James, Premieres Sunday, May 31**

UNIVERSAL CITY, Calif., Jan. 9 -- Jesse James takes on the role of a modern-day daredevil in "Jesse James Is A Dead Man," a new, original weekly series on Spike TV premiering on Sunday, May 31 (10:00 - 11:00 PM, ET/PT).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060322/NYW096LOGO>)

"Our goal was to create a new and distinctive series for Jesse that is unlike anything else on television," said Sharon Levy, senior vice president of original series for Spike TV. "In this series, viewers will get to experience one of the most fearless guys on the planet in an entirely new way, taking on death-defying physical challenges each week."

Each episode follows James as he readies himself for a different death-defying challenge he has always wanted to face and beat. Preparing for the risky challenge can often be as dangerous as the challenge itself as he endures a battery of tests to prepare. With CGI effects, viewers get a taste of the enormity of the stunt, revealing the physiological stress James' body will endure.

Some of the dangerous challenges he'll be facing include the harrowing, grueling and lawless off-road race better known as the Baja 500, hitting over 200 mph on a Nitro bike supercharged by ultra-combustible nitro-methane fuel and braving harsh Arctic weather conditions by riding a motorcycle in minus-60 degree temperature across the infamous Ice Highway that connects the small towns of Inuvik and Aklavik. James will even place his life in the hands of his fans in a featured episode where he will reach out and ask his fans to come up with the craziest, most dangerous stunts imaginable for James to undertake.

Ten weekly one-hour episodes of "Jesse James Is A Dead Man" are being produced for Spike TV by executive producers Jesse James and Hildie Katibah through his production company Payupsucker Productions, in conjunction with executive producers John Brenkus and Mickey Stern of BASE Productions ("Sports Science," "Fight Science"). Kevin Lee also serves as executive producer. Sharon Levy and Tim Duffy are executives in charge of production for Spike TV.

Jesse James is a custom bike and car builder, producer, publisher, television host and restaurateur. In 2000, James started his TV career with Discovery Channel's "Motorcycle Mania," and in 2002 produced and starred in the international television hit, "Monster Garage." Before his TV gigs, James started West Coast Choppers by doing what he loved, building motorcycles in his mom's garage. As an expert welder, Jesse produces only 12-14 bikes a year, making a very long wait list for his coveted custom machines.

More recently, Jesse established his own production company, Payupsucker Productions, and in 2004, he became publisher of Garage Magazine and launched Payupsucker Publications. In 2006 he opened an eco-friendly burger joint, Cisco Burger in Long Beach, CA.

Spike TV is available in 97.7 million homes and is a division of MTV Networks. A unit of Viacom (NYSE: VIA, VIA.B), MTV Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address is [www.spike.com](http://www.spike.com) and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at <http://www.spike.com/press>.

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