

W A N T E D

An Entertainment Executive Who "Gets It."

FOR ELEVEN YEARS, a tiny Minneapolis company has been creating something wonderful... a TV show called *Mystery Science Theater 3000*.

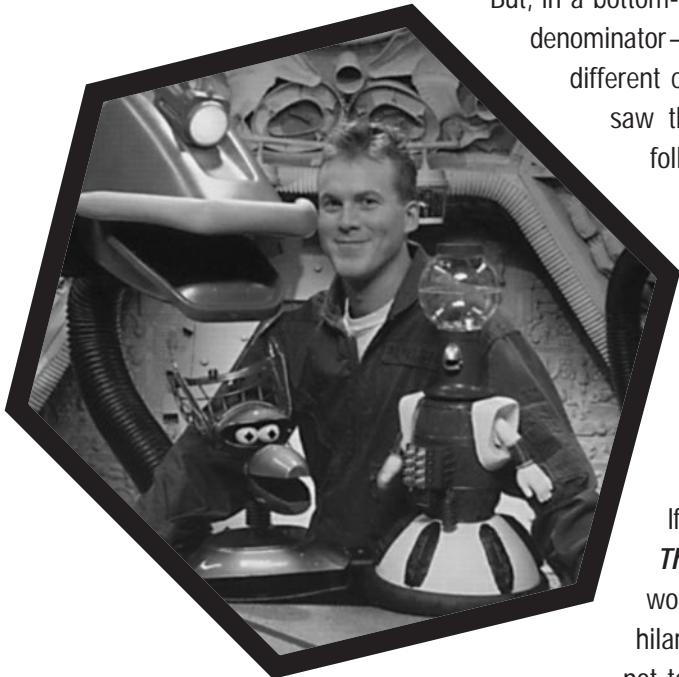
In an industry crowded with cookie-cutter product and so little that's fresh and original, *MST3K* is that rarity of rarities: a TV show that is truly unique, continually innovative, disarmingly intelligent, refreshingly honest... and fall-off-the-couch funny.

But, in a bottom-line industry, this TV show's very strength—its determination to shun the lowest common denominator—has also been its Achilles' heel. *MST3K* has never burned up the ratings book. On two different cable TV networks, its history has been the same: Picked up by visionary executives who saw the value of advertising to this show's small but intelligent, discerning audience; then, following a management change, cancellation as part of an effort to overhaul the network.

This time, it really could be the end for *MST3K*. It will be, unless there is one executive in the TV industry who "gets it," who has the vision and wit to see what we, the undersigned, can see, and the courage to promote and defend a TV show whose unique voice has changed our popular culture.

If you are that executive, pick up the phone right now and call **(612) 941-8024** and save *Mystery Science Theater 3000*.

If there is no such person out there, then we, the undersigned viewers of *Mystery Science Theater 3000*, who donated our own money to pay for this completely independent ad, would like to thank the cast and crew of Best Brains, Inc., past and present, for eleven hilarious, heartwarming years. We wish them well, and hope to enjoy their work again in the not-too-distant future.



For more information about the campaign to save *Mystery Science Theater 3000*, visit the *Satellite News* web site at www.mst3kinfo.com.



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