



CONTACT: Christine Baum  
[Christine.Baum@disney.com](mailto:Christine.Baum@disney.com)

Katie Casey  
[Casey@formulapr.com](mailto:Casey@formulapr.com)

---

## ESPN ZONE CROWNS ULTIMATE COUCH POTATO CHAMPIONS IN NEW YORK, CHICAGO AND BALTIMORE

*Windy City winner Jeff Miller watched 72 hours of non-stop televised sports programming to win competition and set contest record*

BURBANK, Calif. (Jan. 4, 2010) – ESPN Zone crowned three Ultimate Couch Potato champions in New York, Chicago and Baltimore as its annual competitive sitting competition for sports fans wrapped up this morning, Jan. 4, with a record 72 hours of continuous televised sports watching.

Four competitors at each location squared off to determine who could watch the most continuous hours of televised sports. Potential Ultimate Couch Potatoes were required to remain in one of ESPN Zone's recliners, located in the front row of the sports mecca's "Screening Room," at all times. A wall of HDTVs aired non-stop sports programming until the last contestant threw in the towel. Participants were able to order unlimited food and beverages, but were not allowed to sleep or leave their chair; restroom breaks were permitted every eight hours.

Jeff Miller, a 26-year-old real estate business owner from Chicago, won his third Ultimate Couch Potato title on Monday, Jan. 4 by outlasting 32-year-old Chicago warehouse supervisor Juan Hernandez, who fell asleep at 4:21 a.m. CT Monday morning. Miller went on to set an unofficial Guinness World Record and ESPN Zone record by sitting 72 hours, beating Guinness title holder Suresh Joachim's 2005 time of 69 hours, 48 minutes and Jessica Mosley's record 2009 Ultimate Couch Potato time of 70 hours, 45 seconds. He finished his epic feat at 10 a.m. CT Monday morning; exactly three days after the competition began on New Year's Day.

Jorge Cruz, a 26-year-old public affairs assistant from Washington Heights, N.Y., won New York's Ultimate Couch Potato competition with a winning time of 48 hours, 15 minutes and one second. He overthrew two-time champion Stan Friedman at hour 41 and finally beat Queens, N.Y., runner-up Kendra Scheer, 26, who tapped out at 45 hours, five minutes and one second on Sunday.

Jessica Mosley, a 27-year-old education coordinator from Arlington, Va., won Baltimore's Ultimate Couch Potato competition for the second year in a row by sitting for 32 hours, 59 minutes and 14 seconds. She outlasted 30-year-old TV producer Chris

-more-

Dachille from Timonium, Md., who raised the white flag on Saturday evening.

The three winners will each receive a grand prize package worth more than \$4,000, which includes a customized XZipit™ recliner, a \$1,000 gift certificate to Best Buy to purchase their own HDTV, one year of free cable or satellite television, \$1,000 in gift certificates and game cards to ESPN Zone and, of course, the “Ultimate Couch Potato” champion’s trophy featuring a real live spud. All participants received an ESPN Zone gift pack for participating.

**For more information, visit [www.espnzone.com/ultimatecouchpotato](http://www.espnzone.com/ultimatecouchpotato).**

**To receive more information or schedule an interview with one of the winners, contact Formula at (310) 578-7050 or Katie Casey via e-mail at [casey@formulapr.com](mailto:casey@formulapr.com).**

#### **About ESPN Zone**

For sports lovers of all types and ages ESPN Zone is an all-encompassing sports dining and entertainment mecca where guests are immersed in an ESPN experience. The concept is built on the broad appeal of ESPN and its affiliated brands. ESPN Zone offers the ultimate viewing experience on more than 150 monitors, including a high-definition big screen. In addition to delicious American Grill Food and top-notch service, guests at each ESPN Zone location can enjoy more than 10,000 square feet of interactive games and attractions. The ESPN Zone concept currently has seven locations in Anaheim, Baltimore, Chicago, Las Vegas, Los Angeles, New York City, and Washington, D.C.

###