

Seth Rogen Tapped As Roast Master For The "COMEDY CENTRAL Roast Of James Franco"

"COMEDY CENTRAL Roast of James Franco" to Tape on August 18 at Culver Studios and Premiere on Labor Day, Monday, September 2 at 10:00 P.M. ET/PT

NEW YORK, Aug. 2, 2013 /PRNewswire/ -- [COMEDY CENTRAL](#) announced today that Seth Rogen has been named Roast Master for the "[COMEDY CENTRAL Roast of James Franco](#)." The event (#FrancoRoast) will tape at Culver Studios on August 18 and premiere on Labor Day, Monday, September 2 at 10:00 p.m. ET/PT.

Since first teaming up in 1999 on the cult-favorite television series "Freaks and Geeks," Franco and Rogen have collaborated on some of today's most outrageous and quotable movies including "This Is The End," "Pineapple Express" and the forthcoming "The Interview."

The "COMEDY CENTRAL Roast Of James Franco" will be executive produced by Joel Gallen from Tenth Planet Productions, who also served as Executive Producer and Director of the COMEDY CENTRAL Roasts Of [Rosanne Barr](#), [Charlie Sheen](#), and [Donald Trump](#), as well as the Emmy[®]-nominated "[COMEDY CENTRAL Roast Of William Shatner](#)." Jonas Larsen is the Executive in Charge for the network.

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