

Shaps & Osborne Announce Two Major International AFP Deals For A Brand Apart TV

Simon Shaps, Chairman, and Neil Osborne, Managing Director of A Brand Apart Television Ltd, today announced two high profile advertiser funded productions with global giants Eukanuba Dog Foods and Castrol Edge, a co-production with Mindshare Media. Both multiple part series are available free of license fees to broadcasters and are produced by the BAFTA award winning Back2Back Productions Ltd.

Established only last year, A Brand Apart Television specialises in advertiser funded programming, broadcast production and distribution. Neil Osborne and his experienced management team combine to create effective solutions and unique content opportunities for international brands and broadcasters alike.

These two series, with a number of others in development, confirm the company's intention to become a world leader in multi-market AFP and marks Osborne's 15th and 16th international AFP deals of the last few years.

The first series, 'Eukanuba's Extraordinary Dogs', explores the wonderful and often extraordinary nature of 'man's best friend'. With every story to be filmed this year it's destined to become the ultimate study of our canine friends in a factual entertainment format created for all the family. A scientifically fascinating, compelling and sometimes emotional series visiting dogs all over the world, from working canines to pets at home. 'Eukanuba's Extraordinary Dogs', available from October 2010, also tackles the bigger questions, aiming to find out what makes dogs do the things they do and asks if they are superior to other species, even humans!

For those passionate about four wheels, the second series 'Castrol Edge Street Torque', is the ultimate must-see car show, with the latest reviews, features, analysis and stories from around the globe: this is a unique motoring TV event. Filmed and presented in superb high definition, the series targets a younger, faster 'need for speed' audience, but always recognising the more mature, experienced driver. Regular weekly items make the series compelling viewing and will help to build a regular prime time audience. 'Castrol Edge Street Torque' will be available from September 2010 and is what's been missing for the truly car obsessive, whether they drive a family saloon or a sports car.

Both series will be made available to dozens of the respective brand's markets worldwide.

A Brand Apart has been working with Saatchi and Saatchi, New York on 'Eukanuba's Extraordinary Dogs' and with Mindshare UK on 'Castrol Edge Street Torque'. Neil and Simon are currently having discussions with a number of other media agencies and also have programmes in development with other international brands.

Simon Shaps, Chairman of A Brand Apart Television said, "Neil's track record is exceptional in multi-market AFP and we set out, last year, to become a world leader. With these two major deals, and the projects we have in development with other global clients, we are well on the way to achieving this"

ENDS

A Brand Apart Television

A Brand Apart Television also offer on-line, mobile and airline media value via a network of carefully selected platform partners in the UK and all over the world, with the company's multilingual distribution team maximising further opportunities from shared revenue streams, license fee sales and other content rights deals across various platforms. With sister company, Back2Back productions, focusing on high quality factual programming, the company has also partnered with a network of leading specialist UK independent producers, thus tailoring programming to meet the exact requirements of broadcasters and brands alike, whether solely for the UK or more often conceived for multi-market distribution.

Neil Osborne has been working in advertiser funded programming for over 10 years. Neil began his AFP career managing the biggest series of its kind, the US\$ multi-million "Gillette World Sport", overseeing two new contract wins, distribution growth to over 180 countries, 236 television networks and over US\$20 million in airtime media value. He has also created/developed series including Allianz Inside Grand Prix, Gillette FIFA World Cup, Toyota World of Wildlife, Nissan Sports Adventure, Unilever's Sure Fans United, Adidas Legends; the Story of the All Blacks, Kenwood Glamour Puds and many more. A former Granada/ITV executive and sales Director for Sunset+Vine/TV Corp International, he has produced programming for broadcasters including for Sky One, Sky Sports, ITV, five, Discovery, ITV and distributed to over 250 networks worldwide.

Simon Shaps track record also speaks for itself. With more than two decades with the UK's largest commercial broadcaster ITV, he has had a varied career across almost all parts of the company, ranging from CEO of Granada's Global Production business to Director of Television for the most successful family of channels in the UK. He currently works for a number of clients and is also the Chairman of the National Film and Television School which leads the world in high-end media training.

About P&G Pet Care

For more than 60 years, Procter & Gamble Pet Care (NYSE:PG), the maker of Iams, Eukanuba, and Iams Veterinary Formulas has enhanced the well-being of dogs and cats by providing world-class quality foods and pet-care products. To learn more about Eukanuba or general pet care and nutrition information, call the Eukanuba Specialists at (+44 (0) 808 100 70 30). You can also visit us on the Web at <http://www.eukanuba.com>.