

Thursday, 16th September, 2010

A Brand Apart distributes 'Extraordinary Dogs' series to over 70 markets

Simon Shaps, Chairman, and Neil Osborne, Managing Director of A Brand Apart Television Ltd, today confirmed that 'Extraordinary Dogs', its high profile advertiser funded production with global giants Procter and Gamble's Eukanuba Pet Foods, has been successfully distributed to more than 70 markets across the world.

As specialists in advertiser funded programming, A Brand Apart put together the deal with Procter and Gamble's Eukanuba dog nutrition and food supplement brand who are fully funding the production.

It was also confirmed today that Five have snapped up Extraordinary Dogs in the UK and it will transmit next year. The series has also been picked up in the USA by the highly prestigious Documentary Channel (DOC). In addition, A Brand Apart has secured distribution on various terrestrial channels around the world including Australia (Channel 7), Italy (Odeon TV), New Zealand (Prime TV) and Russia. Amongst many others, networks in Hong Kong, Germany, South Africa, Scandinavia, the Netherlands and Thailand have also signed deals to transmit the 13 x 30 minute series.

Produced by Bafta award-winning Back2Back Productions, Extraordinary Dogs explores the complicated and extraordinary nature of the canine world. The unique, high definition series explores the most remarkable stories of canine bravery, intelligence, instinct and emotion from across the globe. Each programme focuses on a different area of dog behaviour including loyalty, instinct and healing, with recurring story strands across the weeks on working dogs, dogs at home, breeds, heroic dogs, everyday dogs and world stories. The series looks at the biology and science of the species, but also explores some dog tales that defy rational explanation.

Five's Head of Factual, Andrew O'Connell, said: "This is a heartwarming and revealing series for all the family. I'm delighted to have secured it for Channel Five."

"DOC offers an authentic environment in which innovative marketers and discriminating viewers can connect through engaging branded content," says Jay Kelley, USA's Documentary Channel Senior Vice President of Sales. "A Brand Apart and Procter and Gamble are great partners, and this project clearly illustrates the value of forming early-stage alignments between brands, content creators and distributors."

ABA Managing Director, Neil Osborne, said: "We are thrilled that Extraordinary Dogs is destined to be broadcast as an advertiser branded series in over 70 countries next year. We've secured some of the best broadcasting partners in the world and I'm particularly delighted that Channel Five will be our UK partner. To have secured a deal in America with such a prestigious and fast growing broadcaster as the Documentary Channel is the icing on the cake!"

The Executive Producers are Neil Osborne and David Notman-Watt and the Series Producer is Rebecca Coleman.

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Notes to editors:

A Brand Apart Television was established last year by Neil Osborne and Simon Shaps, and specialises in the creation, production and global distribution of advertiser funded programming. Osborne, previously behind shows for Gillette, Unilever, Nissan, Adidas and Toyota, works with his experienced management team combine to create effective solutions and unique content opportunities for multi-market brands and broadcasters alike.

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 Iams Veterinary Formulas or general pet care and nutrition information, call the Iams Veterinary Formulas Specialists at (800) 535-8387. You can also visit <http://www.iams.com> or <http://www.eukanuba.com>