

RELEASE IMMEDIATE
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BBC WORLDWIDE TO TAKE *TOP GEAR LIVE* ON TOUR

BBC Worldwide has announced a joint venture initiative to launch a live version of the award-winning *Top Gear* programme that will see elements of the TV show brought to life as a live motoring theatre experience.

Top Gear Live will be created in partnership with Ingenious backed company, Brand Events, and will involve Jeremy Clarkson and members of the production team. The live motoring performance will incorporate the drama of film and theatre with the thrills and spills of stunts and special effects.

Car fans will have to wait until 30 October 2008, when *Top Gear Live* will debut as an integral part of the hugely successful MPH prestige and performance motor show that runs at London's Earls Court and Birmingham's NEC (30 October–2 November and 13-16 November respectively). Future BBC Worldwide plans include rolling out *Top Gear Live* to 15 countries around the world within the next 18 months.

From its launch in 2003, the MPH show has effectively combined live motoring entertainment with a prestige and performance car exhibition that encourages show-goers to get genuinely close to supercars and personalities from the motoring world.

Adam Waddell, Managing Director of *Top Gear*, BBC Worldwide, says: "The *Top Gear* programme has a huge global following, our magazine is published in 22 countries and we've recently announced the first two local productions of the TV show in the US and Australia - so taking *Top Gear Live* on tour is tremendously exciting and ties in perfectly with our plans to reach out to audiences around the globe."

Chris Hughes, CEO of Brand Events says: "Jeremy and the *Top Gear* team have revolutionised motoring television. The *Top Gear Live* world tour will do the same for motor shows."

Lee Masters, Director for MPH, says: "MPH featuring *Top Gear Live* will offer visitors world class live motoring theatre and entertainment. It will see the appeal of MPH extend to the entire family as well as car enthusiasts and petrol heads, providing a truly compelling and fun day out."

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Notes to Editors:

About BBC Worldwide

BBC Worldwide Limited www.bbcworldwide.com is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets around the world for the benefit of the licence payer and invest in public service programming in return for rights. The company has six core businesses: Global Channels, Global TV Sales, Content & Production, Magazines, Home Entertainment and Digital Media. In the year to end March 2007, BBC Worldwide generated profits of £111.1m on sales of £810.4m.

About MPH

MPH '08 - promises to be one of the main highlights of any petrol heads calendar this year, bringing all the entertainment associated with BBC Top Gear along with galleries bursting with the fastest and most prestigious cars on the planet. (www.mphshow.co.uk).

About Brand Events

Brand Events was formed in 1999 and has launched some of the UK's most popular shows including MPH, featuring Jeremy Clarkson, The Outdoors and Vitality shows and more recently the Taste Festivals series of events. The 'Taste' format runs in seven cities throughout the UK and Ireland and locations around the world including Johannesburg, Dubai and Sydney. In 2009 Taste will run in 19 different cities around the world.