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BAUER MEDIA AND TWOFOUR JOIN FORCES FOR INNOVATIVE SEVEN PART SERIES FOR ITV2

- New programme follows six young journalists as they compete for 12-month journalism contract with Bauer Media -
- 7 x 60 minute series to be broadcast on ITV2 in 2012 -

LONDON, 17 January, 2012: Leading multi-platform media group **Bauer Media** has joined forces with award-winning production company **Twofour** to create an innovative new 7 x 60 minute TV programme for **ITV**, to be broadcast on **ITV2** later this year.

Ordered for ITV2 by Angela Jain, ITV's Director of Digital Channels and Acquisitions, *'The Exclusives'* will showcase the fast-paced and competitive world of magazine publishing, plus the kind of talent needed to make it. The series is made by the Twofour team behind the hugely successful *Educating Essex*. Dan Adamson and Andrew Mackenzie are the executive producers and the series producer is Jonathon Holmes.

Six young, ambitious, wannabe journalists will compete for an amazing, once in a lifetime opportunity: a highly-prized 12-month contract with Europe's largest magazine publisher.

Each trainee will learn to hone their skills working closely with the successful teams behind some of the UK's best known magazines including *heat*, *FHM*, *Closer*, *more!*, *Kerrang!* and *Empire*. They will be given incredible backstage access to some of the most high profile and glamorous events of the year, and will be coached and mentored in the crafts of interviewing, organising photo shoots and connecting with their reader.

In addition to the high-profile TV series, Bauer Media will cover and promote the programme across their magazine, online and radio portfolios, reaching a combined Bauer audience of over nineteen million UK adults. The starting point is the casting call that will feature in print across Bauer Media brands featured in the show, including *heat*, *Closer* and *more!*

Abby Carvosso, MD Lifestyle & Advertising, Bauer Media, commented: "This breakthrough media partnership will deliver an exciting new TV programme that shows what it really takes to create the most exciting magazines in the country. We're on the hunt for a gutsy, fearless and talented individual who stands out from the crowd and we're sure it will be a great watch!"

Angela Jain, ITV's Director of Digital Channels and Acquisitions, said: "We're very excited about *The Exclusives*' and we're grateful to Bauer Media for allowing unparalleled access to their biggest and best magazines and for providing a fantastic role at the end of the process for one lucky candidate. Twofour have great experience in making engaging and must-watch multi-platform TV shows and we're confident that this seven-part series will prove to be a real hit for our ITV2 audience."

The programme concept was co-conceived by Bauer Creative Director, Julian Linley. The deal with Twofour was brokered and negotiated for Bauer Media by consultant Steve Buckley of Signal TV.

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For further information please contact James Matheson, Byron McCaughey or Emma Thomas at Braben on 020 7025 8021 / bauermedia@braben.co.uk

Notes to editors:

About Bauer Media:

A leading UK media group, with interests spanning magazines, radio, TV, online, live events and mobile. The company aims to connect audiences with excellent content whenever, wherever and however they want.

- Its award-winning portfolio of influential media brands includes Magic 105.4, heat, Metro Radio, Closer, Kiss, GRAZIA, EMPIRE, Q, Cool FM, KERRANG!, Radio Clyde, MCN, Key 103 and FHM: all delivering must-have entertainment and information to diverse and valuable audiences.
- Bauer Media publishes 53 leading magazine titles, over 40 of which were launched by the company.
- More than 13 million people a week listen to a Bauer Media radio station. Bauer Media is also home to the number one commercial digital station - The Hits Radio.
- Box TV, a JV between Bauer Media and Channel 4 runs seven music channels, including Smash Hits, Kerrang! Magic, Q, Kiss and the number one music TV channel - 4Music.
- Bauer Media's on-line businesses have more than 10 million users, visiting some 48 unique brand sites.

Bauer Media is a wholly owned subsidiary of Bauer Media Group, a privately owned media empire offering more than 320 magazines worldwide, as well as TV and radio stations. For more information, please visit www.bauermedia.co.uk. For subscriptions and gift ideas, please visit www.greatmagazines.co.uk

About Twofour

Twofour is an award winning global television producer creating factual, features and entertainment programming for leading broadcasters across the UK and international market. Twofour was named 'Indie of the Year' at the 2010 Broadcast Awards. Twofour's programming

includes the ground breaking *Educating Essex* for Channel 4, *A Night of Heroes* for ITV1, *The Story of Musicals* for BBC Four, *Harry's Arctic Heroes* for BBC One, *New Look Style the Nation* for Channel 4, and Channel 5's well-established format *The Hotel Inspector*.