

PRESS INFORMATION

UNDER EMBARGO 00.00HRS

MONDAY 6TH OCTOBER 2014

“IT’S BACK!”

THE RETURN OF GILLETTE WORLD SPORT

- GILLETTE & SUNSET+VINE REVIVE THE WORLD’S MOST WIDELY DISTRIBUTED SPORTS SHOW
- FEATURE-LED FORMAT TO PORTRAY SPORTS THROUGH A PRECISION FOCUSED LENS
- 52 SHOWS TO BE PRODUCED AND DISTRIBUTED A YEAR FROM JANUARY 2015

(London) Sunset+Vine, part of The Tinopolis Group, and Gillette® [NYSE: PG] are bringing back Gillette World Sport, the world’s most widely distributed sports show. Sunset+Vine will produce and distribute 52 shows per year, the first of which will be transmitted in January 2015. The programme will live across all media platforms and will be supported by a comprehensive social media campaign.

Gillette’s relationship with Sunset+Vine dates back to 1984 when Gillette World Sport was first devised. Its creation heralded a new era of global branded content for television audiences. The new programme will cover global sports and will lead with a strong focus on precision in sport – a narrative demonstrating how technology, natural talent and cutting edge training techniques can make the difference between winning and losing.

Jeff Foulser, Chairman of Sunset+Vine commented:

“Gillette World Sport holds a special place in the history of sports programming, as well as in the success story of Sunset+Vine. It’s a show that became an essential part of weekly sports viewing for literally millions of people around the world.”

Ian Sollors, Head of Branded Content at Sunset+Vine added:

“It’s great to renew our relationship with Gillette and bring to life their unique take on sport. The new weekly Gillette World Sport will be totally re-imagined and re-invented for today’s global audience, providing a unique precision based insight into the sports we love. Our intention is to get under the skin of modern day sport, looking at key aspects that have never really been done justice to before.”

Francesco Tortora, Gillette Global Brand Director, added:

“This great show helped us build Gillette’s undisputed heritage in sports. At its peak, Gillette World Sport was watched by millions in over 100 countries around the world, and we’re delighted to bring it back. Gillette’s business is built on precision engineering, where attention to detail makes the difference between good and great. The new Gillette World Sport will be produced through the lens of precision, bringing men a unique view on all their favourite sports from around the world.”

Gillette World Sport originally started out in 1984 as a 16 part one hour series bringing viewers the best sporting highlights from around the world. It quickly grew into a weekly half an hour magazine show that mixed the best sporting highlights and features that was aired in over 180 territories at its peak.

ENDS

SUNSET VINE

For further information on Sunset+Vine:

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For broadcasters interested in the all-new Gillette World Sport:

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About Sunset+Vine

Sunset+Vine is a leading independent supplier of sports programming to broadcasters in the UK and overseas. It has won over 35 broadcast awards including nine Royal Television Society awards and six BAFTA's most recently for "Best Sport and Live Event" in relation to its production of Channel 4's ground-breaking coverage of The London 2012 Paralympic Games.

Sunset+Vine was appointed as primary production partner for BT Sport (launched August 2013) and now produces the channel's live English Premier League Football and Aviva Premiership Rugby matches and all support programming. The company was Host Broadcaster of the Glasgow 2014 Commonwealth Games and will be for the Volvo Ocean Race 2014 starting in October 2014. In the Middle East, Sunset+Vine has been Host Broadcaster for the Dubai World Cup for 17 consecutive years.

A leader in Advertiser Funded Programming, the company devised the world's most watched weekly sports' show "Gillette World Sport" (shown in 180 countries at its peak). Mobil 1 - The Grid is also amongst its extensive portfolio. The company is part of The Tinopolis Group.