



AVALON DISTRIBUTION SELLS TV BURP FORMAT TO SEVEN

It was announced today (Monday 1st June 2009) that Avalon Distribution have sold the four-time (three UK and one USA) *BAFTA*, the *Royal Television Society* and *Comedy Award* winning Harry Hill's TV Burp format to Seven, Australia's biggest TV network.

Seven will co-produce the show with Avalon Television, while the format will see comic ED KAVALEE – part of the ensemble cast on Australian hit show Thank God You're Here and a well known radio broadcaster – in HARRY HILL'S seat, guiding viewers through a sideways glance at the week's television.

ED KAVALEE said: *"My main job on TV Burp is to watch as much TV as I can. This is great because now when my housemates catch me watching 'The Hills' I can honestly say, 'it's for work I promise'. TV Burp means watching TV every waking moment. Channel 7 have kindly set me up in their basement with a TV, some pizzas and Rob Brough to keep me company. I couldn't ask for more."*

ISOBEL HUGHES, Director of Distribution at Avalon, said: *"The incredible success of TV Burp in the UK makes it an extremely attractive proposition for international broadcasters. The distinctiveness of the format makes this a humorous TV review series like no other and I'm really looking forward to seeing Seven's version with Ed Kavalee as host."*

LISA FITZPATRICK, Head of Program Development at Seven, added: *"Seven's delighted to be adding the very funny and uplifting TV Burp format to our schedule. We believe our audience is going to love TV Burp's unique style of celebrating television's "the week that was" and Ed Kavalee is just the man to lead the charge."*

The deal will also see original UK Executive Producers, RICHARD ALLEN-TURNER and JON THODAY executive produce on the new series.

The show was produced by Avalon Television, the independent production house behind Not Going Out, the BBC ONE's *Royal Television Society* and *Rose D'Or* award-winning sitcom which recently sold to both Australia and America, with deals brokered by Avalon Distribution to Australia's Seven and BBC America.

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What the UK press have said recently about Harry Hill's TV Burp

"The freshest and most original show in mainstream television."
Mark Lawson, The Guardian

"Consistently the funniest thing on television."
Nigel Andrew, Daily Mail

"TV Gold: The running gags, celeb-baiting and food-obsessed genius of Harry Hill's TV Burp ... Television's happiest success."
Ally Ross, The Sun

"There are some of us who would like to see Harry Hill's TV Burp, ITV's highest-rated comedy show, on every week, or even four times a week like Coronation Street. It's an essential dose of daft humour and a valuable corrective to an awful lot of TV tosh."
Alison Graham, Radio Times

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AVALON DISTRIBUTION

Avalon Distribution is part of the Avalon Group, which was launched in 1989. Avalon comprises seven key companies: Avalon Management Group Ltd (artistic representation), Avalon Promotions Ltd, (promotions company and live bookings agency), Avalon Television Ltd (production company), Avalon Public Relations Ltd (public relations and marketing company), Liberty Bell (production company), Tinderbox Television (format development specialists) and Avalon Distribution.

Avalon Distribution specialises in completed programme and format sales for Avalon Television, Liberty Bell Productions and Tinderbox Television. Recent deals include: sales of Avalon Television's BBC ONE, *Royal Television Society* and *Rose D'Or* award-winning sitcom Not Going Out to 10 broadcasters worldwide; a succession of international sales to over 25 territories of Liberty Bell Production's critically acclaimed Channel 4 factual-entertainment series Willie's Wonky Chocolate Factory; the sale of Avalon Television's acclaimed BBC THREE sketch show Touch Me, I'm Karen Taylor to be made for RTL, Germany's biggest channel and another format sale to Germany of the Grumpy format, adding to sales of the original programmes to over 20 countries worldwide.