

PRESS RELEASE



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ULTIMATE DVD SUCCESS

ALL3MEDIA International has reported record UK DVD sales for the second series of ULTIMATE FORCE, the ITV commissioned action drama starring Ross Kemp and produced by Bentley Productions.

Surpassing expectation, the recent release of SERIES 2 and the accompanying Box Set in January 2005 recorded gross sales to the equivalent of over US\$700,000. Box the Series and Box Set charted in the TV Top 10 Chart.

ULTIMATE FORCE is an explosive action adventure which follows the exploits of Sergeant Henno Garvie, the tough, charismatic leader of the SAS's Red Troop and his team. They face action against plane hijackers, terrorists seizing consulates and rebel Chechnyan leaders. In the second series there is a new team member, Becca, the troop's first female soldier...

ALL3MEDIA International granted DVD Distribution rights of the action series to Granada Ventures, and Alex Majewski, Senior Product Manager comments:

"The explosive sales of the second series is testament to the strong appeal of this action series franchise. Ultimately our marketing strategy of playing on the hard-hitting action of the series in our advertising and promotion campaign has paid off with fans eager to purchase the next instalment. We look forward to continued success with this series."

ALL3MEDIA International has also granted Granada Ventures UK video rights to AHEAD OF THE CLASS (World Productions in co-production with ARG Talent), starring much feted actress Julie Walters. The uplifting drama based

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on the true events at the inner city school, which finds itself on the brink of closure after its demise following the murder of a headmaster broadcast on ITV in January and achieved an audience of over 10 million.

Julie Walters plays 'super-head', Marie Stubbs, whose philosophy combines simple rules on leadership and routine, with the unorthodox; but most importantly, she believes that pupils want to attend a school they can be proud of. She faces challenges and resistance from pupils and teachers with tireless energy, ingenuity and optimism. This is a story of transformation and triumph.

Julie Walters is a multiple Oscar nominee and winner of BAFTA and Golden Globe Awards: her previous credits include The Harry Potter movies, Billy Elliot, Educating Rita, Canterbury Tales and My Beautiful Son.

Peter Grant, Senior Sales Executive at ALL3MEDIA International commented: "We are delighted with the job that Granada Ventures have done with Ultimate Force – their sales and marketing campaign was well highly effective, and we look forward to further success with AHEAD OF THE CLASS."

Note to editors:

ALL3MEDIA International is one of the UK's leading independent television programming distributors.

The company represents a significant catalogue covering factual, drama and entertainment programming, and also has a specialist formats division.

ALL3MEDIA International works closely with programme makers to develop and finance programming with long term value and world-wide appeal.

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ALL3MEDIA International represents a variety of producers from around the world, including Bentley Productions, Company Pictures, Lion Television, North One Television, South Pacific Pictures, BBC, RTE, World Productions and Zenith Productions.

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