



[PIAS]COMEDY

NAME

[PIAS] LAUNCHES UK COMEDY OPERATION

[PIAS] Entertainment Group today announced the launch of a stand-alone comedy operation in the UK.

[PIAS] Comedy UK will function both as a DVD label and also offer digital and mobile distribution of comedy content. Alongside access to the UK market, [PIAS] Comedy UK will plug into the [PIAS] network worldwide - including continental Europe, Scandinavia, USA, South Africa and Australia. This development of the UK operation follows the launch of [PIAS] Comedy in Holland in 2004, which now commands a market share of 75% of the Dutch DVD market for stand up comedy and has released five of the best selling Dutch stand up DVDs ever.

Leon Happe, Partner [PIAS] Comedy said: *"This is a very exciting development for us. Following our success in Holland, a launch in the UK was the next obvious step. The UK has the largest stand up scene in Europe and we want to work with UK comedians and their managers to bring content to market through all of the available channels."*

Andy Townsend, General Manager, [PIAS] Comedy UK said: *"There is a place for a new independent releasing option for comedy talent in the UK. With the [PIAS] network we can offer cohesive distribution across all channels, revenue streams and territories. The [PIAS] heritage of developing artists shows that we are all about working with creative talent to build careers not just move product. Our intention is to sign a roster of career artists that we can work with over the long term."*

Forthcoming releases from the label will include **Doug Stanhope** 'No Refunds' and **John Pinette** 'I'm Starvin'. More new signings to the UK label are expected to be announced in the coming weeks.

For more information, please contact gareth@namemusic.co.uk or sam@namemusic.co.uk

[PIAS] ENTERTAINMENT GROUP

[PIAS] Entertainment Group is a fully independent distribution/ record company which was founded in 1982 by Belgian entrepreneurs Kenny Gates and Michel Lambot. [PIAS] has offices in Belgium (HQ), UK, Ireland, Holland, Germany, France, Spain, a joint venture in Australia, a digital distribution arm ([PIAS] Digital) and owns Indie Mobile a leading mobile phone content marketing and distribution agency. In 2004 two [PIAS] employees and comedy fanatics, Leon Happe and Leo Van Schaick, started a new company '[PIAS] Comedy'. It initially focussed on local (Dutch and Belgian) comedians such as Theo Maassen, Najib Amhali and Wim Helsen. [PIAS] Comedy now commands a 75% share of the Dutch stand up DVD market. In the last three years [PIAS] Comedy has added international comedians to their roster including Jeff Dunham, Pablo Francisco, Doug Stanhope and John Pinette. Besides DVD exploitation [PIAS] Comedy is also distributing content via TV, mobile (worldwide), VOD and live promotion.