



GUINNESS WORLD RECORDS TV DESCENDS ON NATPE AFTER RECORD BREAKING YEAR

London, UK - 5th January 2009. Guinness World Records TV (GWR TV) will arrive at NATPE after one of its most successful years in the history of the company's television business. In 2008 alone, GWR TV secured original programming in nine different countries across the globe: USA (NBC), UK (Sky1), Germany (RTL), France (W9), Italy (Canale5), Spain (Tele5), Portugal (SIC), Poland (Puls) and China (CCTV).

Among the various formats, brand new UK show *Guinness World Records Smashed* (Sky 1) is innovative and interactive allowing the audience to participate from start to finish – submitting their own videos for review, being picked from the studio audience or being part of the audience who attempt a record as a whole. The success of the pilot tx'd in November quickly led to the series commission (8x60') for 2009.

An increase in distribution deals throughout Eastern Europe, Scandinavia, Latin America and Asia continue to complement the ever growing production slate.

Having enjoyed such success in 2008, GWR TV is now looking for production and broadcast partners in new territories.

GWR's Director of TV, Rob Molloy said: "As a television brand, Guinness World Records gives broadcasters what they want in these times of economic uncertainty. Our brand recognition guarantees viewer ratings and the shows offer inspirational and trustworthy content to their audience. We look forward to being in NATPE and meeting new partners and broadcasters to collaborate with in 2009".

Guinness World Records TV will be at NATPE, Las Vegas, USA from the 27th to the 29th of January 2009 (Booth # 902) and meetings can be arranged by contacting tv@guinnessworldrecords.com.

About Guinness World Records TV

Guinness World Records TV (GWR TV) produces primetime factual entertainment TV programmes in partnership with broadcasters or producers. Developing TV formats in a variety of genres which are flexible and custom-made for each client, it offers access to its entire TV archive of more than 400 hours of broadcast programming and the information featured in the Guinness World Records book.

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