



**PRESS RELEASE**

For immediate distribution

**DISTRACTION HITS ATF ON WAVE OF ASIAN RELATED DEALS WITH  
INTERNATIONAL ENTERTAINMENT NEWS SHOW *HOLLYWOOD CONNECTION***

**Montreal, November 29, 2006** — At the ATF this week, international format distributor Distraction will be presenting some of its best ready-to-air, entertainment and gameshow formats at the Asia TV Forum.

“It has become clear, in recent years, that Asia presents a huge potential not only in terms of sales of TV formats, but also with regards to acquisitions”, says Michel Rodrigue. “We definitely want to take part in the development of this market and bring to the world what it has best to offer”, he concludes.

**Formats and Deals at the Market**

Launching in Asia for the first time is the fast-paced, star-studded weekly half-hour entertainment show, *Hollywood Connection*. Uniquely angled from an international rather than just US perspective, the ready-to-air format is available with or without voiceover in either English or Japanese making it supremely flexible.

The subscription segments cover everything from award ceremonies and exclusive interviews with the hottest stars to film premieres and the latest DVD releases. *Hollywood Connection* is an original concept and is already finding a market amongst broadcasters who are eager for Entertainment news that reflects the reality of an international entertainment market rather than re-purposed footage.

*Hollywood Connection* is presented at Singapore along with other ready-to-air product (including *The Big Experiment*, *Wimps to Warriors*), entertainment and gameshow formats (including *The Big Experiment*, *The Last Word* and *All Against One*), and the ever-successful *Library of Funny Home Videos* which has recently seen yet more deals across Asia.

**Deals and more deals – You the Be the Judge signed with New Line for CBS**

*You be the Judge*, produced by Singaporean Robert Chua and originating from Hong Kong, was recently been sold in Serbia and Distraction today announces a deal in the USA. The format is to be produced by New Line and is set for broadcast on CBS. The deal brings *You be the Judge* to the forefront of the international market place. The reality dilemma format was also placed by Distraction in the UK with the BBC and airs civil disputes, from small personal stories to larger issues of morality in a studio arena. Under the guidance of qualified lawyers, a plaintiff and a defendant give all the evidence before handing over their case to the public to judge.

Creator of the format, Robert Chua, comments; ‘I’m very pleased that *You be the Judge* has been accepted by a major US network. Of course, as a Singaporean, I’m also delighted with the timing. The ATF couldn’t be a better place for the news to be announced.’

**About Distraction**

Launched in 1997, Distraction is a leading independent format distributor with an extensive international client database and four exciting catalogues: Formats, Ready-to-Air, Library and Paper Formats. This carefully selected content is combined with the relentless quest for television acumen at the forefront of the global market. Deployed throughout the world – each member based locally in his or her territory – its multi-lingual sales team gives Distraction the global reach required to maximize sales opportunities. Distraction works with some of the best producers and creative houses in the UK, US and other countries to provide successful and original formats in all genres, thus allowing the company to offer a truly bespoke product to broadcasters and independent producers in 60 countries worldwide. For further information on Distraction Formats, please visit: [www.distraction.com](http://www.distraction.com).

**Offices and representation in:**

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