



Welcome to the first **INGENIOUS** ENTERTAINMENT VCT 1 & 2 newsletter of 2010.

We are delighted to report on the first investments for the VCTs which have been specifically chosen to create a robust and diverse portfolio of high quality entertainment events.

1| O₂ GOLF LIVE

December 2009, £1.1 million*

Ingenious is delighted to announce its latest investment in Golf LIVE in association with Brand Events and IMG. This represents the VCTs first foray into the world of sport.

O₂ Golf LIVE is a new and exciting three day interactive golf event to be staged at Stoke Park in Buckinghamshire from 14 to 16 May 2010. It is a brand new concept and addition to the golfing calendar, which we believe has excellent potential to be rolled out at prestigious golf courses around the world.

This unique event will deliver unprecedented access to the world of golf and hosts some of the world's best players including *Colin Montgomerie, Paul Casey, Retief Goosen* and *Ian Poulter* in their own Masterclass theatres.

Visitors will also be able to enjoy intimate access to a three hole pro/celebrity tournament, test the latest kit and equipment from the best brands, receive expert tuition from world renowned PGA professionals and compete in the hole-in-one challenge.

www.golfliveevent.com

2| 80s REWIND

December 2008, over £1 million*

Bringing together some of the greatest artists of the 80s, Ingenious's decision to co-promote the 80s Rewind festival in conjunction with The Rival Organisation led to the event being enjoyed by more than 25,000 people across 2 days in late August 2009.



The 80s Rewind festival is again scheduled to take place in Henley-upon-Thames this August and is hopeful of attracting crowds of up to 20,000 per day. The fantastic line up is set to include artists such as *Boy George, Tony Hadley, Heaven 17, ABC, Go West, Chesney Hawkes*, along with many more including the legendary *Rick Astley*.

Tickets are now on sale for this year's festival and we are pleased to report that after being on sale to the public for only a week, demand has been very high, with more than 5,000 tickets already sold.

www.rewindfestival.com

3| DIGITAL RIGHTS GROUP

June 2009, £2.0 million

In June 2009 the Ingenious Entertainment VCTs made an investment with independent television distributor Digital Rights Group Limited (DRG) to jointly acquire, market and distribute internationally a series of television programmes.

DRG is the leading distributor of content in the UK with 8 brands in the group supporting all genres including drama, reality and entertainment formats. Ingenious has partnered with DRG to licence diverse formats including *Shameless VI, Real Hustle Series 7, The Inbetweeners*, a wide variety of children's programmes as well as factual documentaries.

4| LET'S DANCE

January 2009, £2.0 million*

Commissioned by the BBC in 2009 for Comic Relief, Let's Dance will return to BBC 1 with a host of stars including comedian *Katy Brand*, as well as BBC 2's *Grumpy Old Women* stars *Jenny Eclair, Linda Robson* and *Lesley Joseph*.

They will be joined by sporting legends *Peter Shilton* and *Dennis Taylor*. The celebrities will have to impress the guest panel of judges, which will include *Jack Dee* and *Frank Skinner* in aid of Sport Relief.

Hosted once again by *Claudia Winkelman* and *Steve Jones*, the show will air during prime time TV over four fabulous Saturday nights starting on 20 February. Airing for a second series, we anticipate it will receive huge viewer ratings as it did during last year's show, when over 8 million people tuned in for the final.

The international format is being represented by Fremantle Media who produce programming around the world. The show has been sold in Holland and Germany and has received strong ratings in both territories. As a result we expect the show will generate even more of an appetite for sales internationally.

www.sportrelief.com/whats-on/tv-and-radio/lets-dance-comic-relief-1

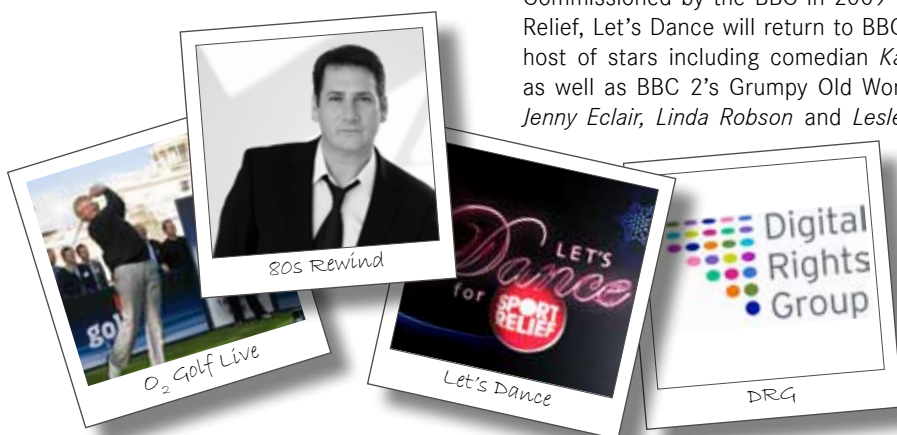
YOUR THOUGHTS?

At Ingenious we are always keen to hear what you have to say. Customer service is a big part of the Ingenious framework and we endeavour to listen and act on the things you want.

After receiving feedback from some of our investors about the level of communication they would like to receive, we will be issuing more frequent information relating to projects you may have invested in, how they are performing and the overall activity of the VCTs.

Please keep sending us your suggestions – good or bad – as we are always pleased to hear from you. Please send any feedback to feedback@ingeniousmedia.co.uk.

* A co-investment between Ingenious Entertainment and Ingenious Live VCTs.



There are a *limited* number of tickets available for some of our events. Please contact tickets@ingeniousmedia.co.uk no later than Monday 1st March for further information.

