



PRESS RELEASE

FREMANTLEMEDIA ENTERPRISES AND PLANET HOLLYWOOD RESORT & CASINO ANNOUNCE *AMERICA'S GOT TALENT LIVE* IN LAS VEGAS

17 August 2009: FremantleMedia Enterprises (FME) and Planet Hollywood Resort & Casino will launch a live version of *America's Got Talent*, NBC's top-rated family entertainment show produced by FremantleMedia North America and Simon Cowell's SYCO TV, it was jointly announced today by Andy Felsher, SVP, Games, Entertainment and Live Events for FME, and Thomas McCartney, President and CEO of Planet Hollywood Resorts & Casino.

Produced by FremantleMedia Enterprises and SYCO in conjunction with Planet Hollywood, *America's Got Talent Live* will kick off its 10-week run on October 7, 2009 at Planet Hollywood's 1300-seat CHI Showroom in Las Vegas with shows every Wednesday through Sunday. Tickets for *America's Got Talent Live* are now available at planethollywood.com and ticketmaster.com.

In making the announcement, Mr. Felsher commented, "*America's Got Talent* is ideal for a live show extension, offering fans another means of engaging with their favorite performers. The show offers all the excitement of being in the TV studio in Hollywood and will allow guests to get up close with a special celebrity host. Further, *America's Got Talent Live* will offer family fun for people of all ages."

"We are thrilled to welcome *America's Got Talent Live* to Planet Hollywood Resort & Casino. The stage show is a perfect fit for Las Vegas and for our resort as it offers our guests great variety in a dynamic setting," said Mr. McCartney. "There is no better spot in which to showcase this talent than here in our CHI Showroom and we look forward to working with FremantleMedia and SYCO TV on this exciting venture."

Now in its fourth season, *America's Got Talent* is one of the highest-rated television shows. Since its debut in 2006, its ratings have regularly outpaced every other broadcast of the night, and occasionally of the week. This summer, the show once again rated #1 in both overall viewers and the key 18-49 demographic.

America's Got Talent Live underscores FME's reputation in building brands beyond television and follows on the heels of similar live extensions with *The Price is Right* in the US and Australia,

Grand Designs in the UK, and *The American Idol Experience* at Walt Disney World Resort in Florida. FME works with their own and third party brands to create 360° immersive experiences so dedicated fans can experience their favorite brands on multiple platforms from TV, live events, online and console games, to soft goods, stationery, food & beverages.

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Notes to Editors

ABOUT FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes talkbackTHAMES, UFA and Grundy amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating over 14,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), The X Factor (co-produced with Syco in the UK), Got Talent (co-produced with Syco in the UK and the US), Neighbours, The Bill, Family Feud, The Price is Right, Farmer Wants A Wife and Hole In The Wall.

ABOUT FREMANTLEMEDIA NORTH AMERICA

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative programs for network, cable, syndicated and online platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" (NBC), "Let's Dance" (ABC), "Can You Duet" (CMT), "The Chilli Project" (MTV), "Secret Girlfriend" (Comedy Central), "Let's Make A Deal" (CBS), "Family Feud" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

ABOUT AMERICA'S GOT TALENT

"America's Got Talent" is produced by FremantleMedia North America and Simon Cowell's SYCO Television. Cowell, Cecile Frot-Coutaz ("American Idol"), Jason Raff ("Momma's Boys") and Scott St. John ("Deal or No Deal") serve as executive producers.

ABOUT PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is a joint venture partnership involving Robert Earl, Founder and CEO of Planet Hollywood International Inc, Bay Harbour Management LLC, and Starwood Hotels & Resorts Worldwide Inc and is a member of the Starwood Preferred Guest program. The hottest property on the Las Vegas Strip with 2500 beautifully designed guest rooms and suites featuring the best views in town, Planet Hollywood encompasses over 100,000 square feet of gaming, fine dining restaurants including KOI and Strip House, an award-winning buffet, casual dining options, lounges, Planet Hollywood Spa by Mandara, and is the home of PEEPSHOW, a sexy burlesque show with a modern sensibility. The property is encircled by Miracle Mile Shops with over 170 specialty stores and restaurants. For more information log onto <http://www.planethollywood.com>.

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