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Boomerang+ to capture the heights of London's *Freeze* 2008

Boomerang+ Plc, a leading independent television production group and a European leader in producing freesports programming is collaborating with Channel 4 and event production company, Sportsvision, to launch Freesports on 4: Freeze. The snowboarding and music festival extends Boomerangs award winning Freesports on 4 brand whilst also providing extensive programming on Channel 4.

Freeze 2008 will run from the 23-26 October at Battersea Power Station, South West London. The famous power station will be transformed, using 500 tons of real snow, into a ski and snowboarding jump, reaching 30 meters in height. The festival will host the LG FIS Snowboard World Cup Big Air competition which enables the world's greatest snowboarders to qualify for the 2010 winter Olympics in Vancouver. UK hopefuls include Dan Wakeham, Dom Harrington, Sam Cullum, and Ben Kilner, world-class snowboarders.

The *Freeze* festival will also host various ski competitions including the International Freestyle Ski competition featuring the legendary riders Tanner Hall, Jon Olsson, and Jacob Wester.

As well as ski and snowboarding action, *Freeze 2008* will offer a number of headline and support bands throughout the four day festival including Cyprus Hill, The Enemy, The Automatic, Annie Mac, Reverend and the Makers, the Cuban Brothers, and many more.

Boomerang is a leading extreme sports producer. Expert, creative and highly motivated production teams span the globe to deliver aspirational and exhilarating extreme sport content for Freesports on 4.

Freesports on 4: Freeze 2008 will be presented by Phil Young and Jamalla and produced by Dylan Davies as three separate programmes for Channel 4. The first 1x60

minute program of the Freeze festival will be aired on 2 November. The second 1x60 minute programme will showcase the extreme sports content and will be aired the following weekend. The music content will then be captured in a 30 minute program at a later date.

Executive Producer, Gareth Rees, commented;

"We are very excited to be collaborating with Channel 4 and Sportsvision on the Freeze project to produce extreme snow sport content for Freesports on 4. We have been building the Freesports on 4 brand for several years and this festival is a fantastic extension to the series. This is a world class Snow and Ski event with music that reflects the scene. We have the expertise, creativity, and excellence to capture extreme footage of the world's most talented riders tackling the UK's biggest real snow jump to date!"

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Notes to Editors:

Boomerang+

- The Group, founded in 1994, has extensive experience in producing content in a variety of genres, including youth programming, music, entertainment, children's programming, extreme sports and drama.
- Boomerang is ranked in the top five independent television production companies, by revenue, in the Nations and Regions according to the Broadcast Survey (Nations and Regions) 2007.