



For immediate release

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FIVER Commissions The Sexy Ad Show

FIVER has commissioned **Celador Productions** to produce a six-part series, **The Sexy Ad Show**, it was announced today (MON).

Presented by one of Britain's biggest rising female comedy stars, **Olivia Lee** (*Balls of Steel, The Law of the Playground*), **The Sexy Ad Show** (6 x 60mins) showcases some of the raciest, most politically incorrect and barely broadcast-able adverts to have emerged from ad-land. It takes TV commercials to a new level of rudeness never before seen on British TV. The series will be transmitted first on FIVER and later on Five.

The Sexy Ad Show will uncover an array of controversial commercial messages including an ejaculating Action Man, an Optician who uses sadomasochistic sex to sell spectacles, a Granny using a dildo to advertise a bank, a family blowing each other up to sell beer, and a canine gang bang encouraging you to take a holiday.

Hannah Barnes, Director of Programmes for **FIVER** and **Five US**, said: "I am thrilled to have **The Sexy Ad Show** for FIVER. The series is very risqué and funny, and perfectly illustrates the unconventional views of the Advertising world. I am delighted to have Olivia Lee as the presenter, her irreverent style will ensure that the series has a strong appeal for the discerning FIVER viewer."

Murray Boland, Creative Director of **Celador Productions**, said: "**The Sexy Ad Show** has been made specifically for a late night slot, so we've really been able to push the boundaries in terms of the ads featured. Most of them are truly shocking, but also truly hilarious."

The series was commissioned for FIVER by **Steve Gowans, Head of Factual Entertainment** and **Multi Channel Commissioner**.

The Sexy Ad Show is a Celador Production for FIVER. The **Executive Producer** is **Murray Boland** and the **Series Producer** is **Gareth Davies**.