

Press Release – for immediate release

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FIVE USA unveils new on-air look

Five USA has unveiled its new on-air look to support the freshly-rebranded channel which launches on Monday, 16th February, it was announced today (FRI).

In conjunction with DixonBaxi, Five's Creative Services have created an on-screen campaign which reflects the channel's strong American programming with a bold and vibrant series of brand spots, idents and promos, much of it filmed across major US cities including: Las Vegas; New York; LA and Miami.

Nol Davis, Five's Head of Creative Services, said: "We wanted to create a more dynamic and edgy look to showcase the new programming and the bolder channel identity. The refreshed channel now perfectly complements the younger, faster, louder brand of its sister channel Fiver."

Five USA launches with a set of nine idents which travel from city to city, capturing the energy and passion of iconic USA locations. Supporting these are longer form spots of up to three minutes each, taking the viewer on journeys including helicopter trips across the skyline to car rides with 'Elvis' along Sunset Strip.

Aporva Baxi, Creative Director, DixonBaxi said: "The tone and pace of the new identity is 'Electric America', an exciting, daring and distinct mirroring of the programming and channel ambition."

The channel's soundtrack was specially commissioned from Simon Pyke at Freefarm Sound Design and Music to capture the scale and spirit of modern, urban USA.

Five USA has secured the UK premiere of 13-part series **The Beast**, starring **Patrick Swayze** as unorthodox, undercover agent Charles Barker. The refreshed channel will also premiere the eagerly-anticipated second series of award-winning **30 Rock** and will screen the seventh and final series of the critically-acclaimed **The Shield**.

For further information contact: Tracey O'Connor on 020 7550 5553 or tracey.oconnor@five.tv