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For Immediate Release

The Gadget Show goes into print

Future partners with Five and North One to launch first ever magazine for The Gadget Show

Future, the special-interest media group and UK's market-leading consumer technology publisher, has announced a new partnership with broadcaster **Five** and producer North One Television to launch **The Gadget Show Magazine**, the programme's first ever print edition.

Created as a one shot special, **The Gadget Show Magazine** goes on sale this April, with a cover price of £5. Future won a competitive pitch to create the title, against four other major UK publishers.

The Gadget Show is one of **Five's** most successful TV shows, now attracting more than 2m viewers each week. **The Gadget Show Magazine** promises to bring the UK's most popular TV technology show to life in print. The 132-page title will look back at The Gadget Show's ultimate gear from 2009, with an eye on the best of the year ahead. The magazine will feature exclusive editorial from The Gadget Show team – with hosts **Jason Bradbury, Suzi Perry, Jon Bentley** and **Ortis Deeley**, writing for and featuring throughout the title.

The magazine will be widely available at retail outlets throughout the UK with advertising sold by Future's technology sales team.

The new title is the latest step in the commercial development of **The Gadget Show** brand. **The Gadget Show Live**, sponsored by PC World, Sony and Future's flagship technology lifestyle magazine, T3, is an annual consumer exhibition based on the series, running from April 8th – 11th at the NEC, Birmingham. Tickets are set to sell-out in record

time. Last year's inaugural show attracted more than 50,000 gadget enthusiasts and beat Top Gear Live to win the Association of Event Organisers' award for best consumer launch.

Content from **The Gadget Show** also features prominently on **FiveFwd** (www.five.tv/fwd), a new web portal aimed at young male fans of cars and gadgets.

Emma Derrick, Five's Commercial Development Controller, said:

"The partnership with Future is consistent with the ambitions of Five and North One to take The Gadget Show beyond the confines of TV and develop it into a major consumer technology brand. Future is the market leader in consumer technology publications so we couldn't be happier with their understanding of The Gadget Show brand and their commitment to establishing the new title and making it a huge success."

Nial Ferguson, Publishing Director for Future's Technology Lifestyle & Entertainment portfolios, added:

"We are delighted to have secured this exciting partnership with the UK's favourite technology TV show – cementing Future's position as the leading consumer technology publisher. Growing audiences for The Gadget Show, record attendances for its live event and its growing digital presence demonstrate the passion and support UK gadget enthusiasts have for the show and its hosts. Future has unrivalled expertise in this sector and we look forward to working with The Gadget Show team to create a mainstream technology offering that viewers of the show will love."

Neil Duncanson, North One Television's CEO, said:

"The magazine is the next logical step in the commercial evolution of the Gadget Show brand. We are really excited about it and delighted to be working with a publisher of Future's obvious pedigree."

The Gadget Show Magazine goes on sale **8 April 2010** with a cover price of £5.

Future is the UK's biggest consumer electronics publisher in print and online, with flagship technology lifestyle brand T3 attracting hundreds of thousands of fans every month to its magazine and website, T3.com.

Ends

About Future

Future plc is an international special-interest media group that is listed on the London Stock Exchange (symbol FUTR). Founded in 1985 with one magazine, today we have operations in the UK, US and Australia creating over 180 special-interest publications, websites and events for people who are passionate about their interests. We hold strong multi-media market positions in games, technology, film, music, cycling, automotive and crafts. Our biggest-selling magazines include Total Film, T3, Classic Rock, Digital Camera, Guitar World, Official Xbox Magazine, Official Playstation Magazine, Nintendo Power, Maximum PC and MacLife. Our websites include gamesradar.com, bikeradar.com, techradar.com, musicradar.com, dailyradar.com and photoradar.com. Future produces nearly 4 million magazines each month; we attract more than 27 million unique visitors to our websites; and we host 27 annual live events that attract hundreds of thousands of enthusiasts. In addition, Future exports, syndicates or licenses its publications to 90 countries internationally, making us the UK's number one exporter and licensor of monthly magazines.

For more information

Victoria Bacon, Head of Group Communications, Future PLC 0207 0424033

Will Guyatt, Media Relations Manager, Future UK, 01225 822517

Andrew Sholl, Head of Strategic Communications, Five, 07736 364 656