



Press Release

Amsterdam, June 10 2010

ROSE D'OR NOMINATIONS FOR "THE LINE-UP", "I KNOW WHAT YOU DID LAST FRIDAY" & "OLD BELGIUM"

Eyeworks gets two out of nine nominations in the category game shows

Yesterday evening in London, during the British Academy of Film and Television Arts (BAFTA), the nominees for the "Rose d'Or" were announced. Television producer Eyeworks is nominated twice in the prestigious category 'game show' with "The Line-Up" and "I Know What You Did...Last Friday", and once in the category 'drama' with "Old Belgium". Internationally, the annual Rose d'Or Festival is the most important European festival for entertainment programming on television.

"The Line-Up" will return this fall for a second season at Dutch public broadcaster AVRO for Netherlands 3. Last season "I Know What You Did...Last Friday" premiered at public broadcaster TROS also on Netherlands 3. Besides the Dutch version, the show airs in Czech Republic and Sweden, and just finished a very successful series on Belgium's largest commercial station VTM.

The third nominee, the critically acclaimed and prestigious Belgian drama series "Old Belgium", aired this season on public broadcaster Één (VRT) in Belgium, and rated extremely well.

In the past five years Eyeworks has won three "Rose d'Or Awards", twice for BBC's "Test The Nation: The National IQ Test" and once for the BBC show "Hider In The House", which also aired in The Netherlands last year.

The winners of the awards will be announced during the Rose d'Or Festival on September 22nd in Lucerne, Switzerland.

About The Line-Up

We've lined them up for you: 6 cliché groups who share a profession or interest. People from all walks of life. For example: 6 geeks, primary school teachers, managers, law students, boy scouts or surf dudes. In "The Line-Up" all the contestant has to do is guess which question they can't answer. Do you know what a security guard knows and a hockey girl doesn't? If you play your cliché cards right, you just might turn them into cash.

About I Know What You Did...Last Friday

We've all had them: days where you can't seem to remember anything you did 5 minutes ago, let alone the day before. In "I Know What You Did...Last Friday", contestants have to read their *own* minds after spending an entire day ('last Friday') under hypnosis, and then having all the day's events wiped from their memory.

The next thing they know, candidates who think they're waking up in their own bedroom find themselves in a TV studio where they have to accurately predict all the hilarious and sometimes even shocking things they did while under hypnosis 'Last Friday'.

About Old Belgium

The drama series "Old Belgium" takes place in Antwerp in 1978. The "Ancienne Belgique" concert hall presents a new revue every week. Local artists perform musical acts, dance, sketches and conjurer's acts. But behind the scenes and in the dressing rooms, life is not always easy. Competition among the artists is fierce. One concert hall after another closes its doors for lack of an audience. The main competitor is television. Manager Mathonay is aware of the situation but he realizes that ultimately he will have to give up, especially now that Dutch businessmen have their eye on his building and want to turn it into a clothes shop.

About Eyeworks

Eyeworks is a creative, independent television & film production company that develops, produces and distributes content in different genres including sport, fiction and entertainment. Eyeworks was founded in The Netherlands in 2001 by Reinout Oerlemans. Nowadays Eyeworks has a production presence in sixteen countries on four different continents: The Netherlands, Belgium, Germany, Switzerland, Sweden, Denmark, the UK, Spain, Portugal, Italy, Argentina, Chile, Brazil, New Zealand, Australia and the US. Television formats of Eyeworks are broadcast in more than 50 countries worldwide. **Eyeworks Sport** produces major sport events for multiple broadcasters in the Netherlands, including the football matches for the Europa League and the Dutch National Team. **Eyeworks Fiction** titles include the Oscar winning *Antonia's Line* and *The Alzheimer Case*. Recent feature films include productions such as *Storm Force*, *The Letter for the King*, *A Woman goes to the Doctor*, *Dossier K*, and *The Happy Housewife*. Eyeworks' police series *Cops* is one of the best rated TV series, with over 100 episodes aired in the Benelux. **Advance** is Eyeworks' crossmedia company that develops and exploits interactive platforms. **Eyeworks Distribution** is dedicated to the worldwide licensing of formats and finished programming.

from the combined catalogues of all Eyeworks affiliates as well as third party formats. Internationally successful formats include: *Test The Nation, Ticket to the Tribes, Who wants to marry my son, CQC, Half Ton Mum, OctoMom, Beat the Blondes, OCD, The Italian Dream, Celebrity Cattle Race, I Know What You Did Last Friday and Obese.*

Note to editor, for more information:



Xandra van der Meer

E: xandra@eyeworks.tv

T: 020 346 37 05

M: 06 200 19 319

www.eyeworks.tv