



STEADFAST HIRES PRODUCTION BOSS FROM S+V

Fast-growing indie sets up in-house production unit

Steadfast Television has appointed former Sunset + Vine Executive Producer, Simon Potter, as Managing Director of its production division.

He will be responsible for all Steadfast in-house productions and will establish a production team within the indie. Potter will report to Steadfast CEO, Charles Thompson.

Potter spent eight years at Sunset + Vine and was responsible for developing the company's late night sport service on FIVE, "*Sport on Five*", which generates some 1500 hours of programmes every year. The service includes "*John Barnes' Football Night*", which has received two RTS nominations. Simon was also Executive Producer of "*Football on Five*", covering live international and Uefa Cup football (another Sunset + Vine production for FIVE) and, for BBC Scotland, Executive Produced live football for BBC Scotland including Scottish internationals and Scottish Cup games.

During 2005, Simon was 'loaned' to Channel 4' as acting Head of Sport role until Andrew Thompson took over from David Kerr.

Says Charles Thompson:

"Simon is one of the most respected producers in the business and I enjoyed working alongside him when I was at Mentorn. I can think of no-one better to start-up and run our new production division. He's also a great ideas man and will be able to broaden his programme-making activities at Steadfast."

Says Simon:

"After eight enjoyable years at Sunset + Vine, I'm relishing the challenge that awaits me at Steadfast. There's a wealth of talent there and I'm looking forward to working with some of the best in the business in order to grow the company."

About Steadfast Television

Steadfast Television was set up by Charles Thompson (former CEO of Mentorn) and Chris Rowlands (former CEO of HTV and Television Corporation) to develop factual entertainment programming in July 2005 focussing on three genres: popular factual, science and international formats. The Company has produced Fans United, the 13 part series about football fans for ITV and within the next few weeks will be announcing a raft of commissions from UK and international broadcasters. The company already has a first-look and development deal with Channel 4 International (C4I) and already has a fulltime staff of [eight]. Steadfast is an Apace Media plc company.