

PHILIPS Sponsors Motown Live!

**MOTOWN
LIVE!**



Host Robert Townsend



Britney Spears



Philips Teams Up With PolyGram; Will Be Primary Sponsor of Motown Live!

HOLLYWOOD, CA., -- Philips today announced that it has become the primary sponsor of PolyGram's new nationality syndicated television show Motown Live! Motown Live! is a musical variety show, which features performances from legendary artists and some of today's hottest singers. The agreement makes Philips the lead sponsor and Burger King cosponsor currently sponsoring program.

Britney Spears will appear on the opening show and will first sing "Baby One More Time" Then in the second half hour she sings "Sometimes."

"We're delighted to join forces with the largest record label in the world," said Morgan Rees, vice president, Global Brand Management for Philips. "Our entry in our lead sponsorship is an important marketing initiative we're implementing to promote the Philips brand in the United States. Philips' national and international reputation delivers added credibility to Motown Live!"

Philips plans to use this sponsorship as part of a national promotional overlay for its retailers. Details of planned promotions, which will involve appearances by the show master of ceremonies, host Robert Townsend.

Philips partnership with PolyGram demonstrates an expansion of Philips brand-building initiative in the United States. "As primary sponsor of Motown Live! Philips will gain tremendous visibility with millions of music fans whose loyalty to sponsoring brands is demonstrated by their purchases of Audio CD/R, boom boxes, Norelco, Aroma Sound, Sensor care and WebTV family of products," Rees added. Motown Live captures the hip, young feeling of today's Motown while still paying homage to its fabled history.

PolyGram Television has inked a deal with Elephant Walk Entertainment and veteran Grammy Awards producer Ken Ehrlich to handle the production of its upcoming syndie series "Motown Live!" Elephant Walk principals Doug McHenry and Rob Lee will serve as exec producers on the weekly music showcase set to bow this fall. Ehrlich, who has a long list of music-related TV producing credits, will co-exec produce.

Philips Electronics, of the Netherlands, is one of the world's largest electronics companies, with sales of U.S. \$41 billion. With 262,500 employees in more than 60 countries, it is well known for its activities in the lighting, semiconductors and components, consumer products, professional products and systems areas including software and services.

Philips is quoted on the NYSE, London, Frankfurt, Amsterdam and other stock exchanges, and is the world's leader in lighting, color TV equipment, electronic shavers and recorded music (PolyGram).