



Media Executive Julie Bristow launches global content company Bristow Global Media Inc.

Announces partnerships with GroupM Entertainment and Fresh One Productions

Toronto, Canada (August 28, 2013) – Media Executive, Julie Bristow, former Executive Director of Studio and Unscripted programming at CBC, today announced the launch of **Bristow Global Media Inc. (BGM)** bristowglobalmedia.com, a specialized content creation company, headquartered in Toronto.

BGM will produce all genres of content across traditional and digital platforms specializing in innovative consumer engagement and participation beyond television. Backed by a team of industry experts and strategic partnerships, BGM represents a new business model for a global production company and is positioned to make a significant impact on the TV and digital landscape internationally.

Bristow has created more than 1,500 hours of original content, built entire entertainment divisions from scratch, innovated new and exciting ways to reach new audiences, and garnered multiple industry and business awards. She has overseen industry heavyweights such as the 2014 and 2016 Olympic Games, Hockey Night in Canada, Dragons Den, Battle of the Blades and George Stroumboulopoulos Tonight.

“The launch of BGM is the culmination of my life’s work,” said Julie Bristow, President and CEO, BGM. “We’re entering the market at a unique time. The business opportunities are unprecedented and we have the resources and expertise to create content that speaks to directly to today’s consumer in an ever changing global landscape.”

Launched with an international circle of strategic partners with a focus on providing engaging content and strategic opportunities for exceptional brands, BGM is proud to announce its partnership with GroupM Entertainment, the world’s leading media investment management company.

“We are very excited to continue and expand our relationship with Julie Bristow through Bristow Global Media,” said Peter Tortorici, CEO GroupM Entertainment. “Our goal to co-create great content that brands want to be associated with is made stronger by this partnership. Julie has a world class reputation for finding, developing and executing on great ideas.”

BGM is also partnering with Fresh One Productions, a UK-based production company founded and owned by chef and media personality, Jamie Oliver, which has expanded into entertainment and scripted from its factual and lifestyle roots.

“We are bullish about expanding our content beyond the UK, especially in North America and we see our relationship with BGM as a wise part of our strategy - taking our ideas into Canada, and co-producing BGM ideas in Europe,” said Roy Ackerman, Managing Director, Fresh One Productions. “Julie has an incredible sense of what hits with audiences and a keen understanding of how to engage viewers on and off-screen.”

About Bristow Global Media Inc.

Bristow Global Media Inc. is a Toronto based content creation company, specializing in creating multiplatform content across all genres including scripted, lifestyle, reality, documentary and sports. Bristow Global Media Inc. is partnered with media companies GroupM Entertainment and Fresh One Productions.

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