



FOR IMMEDIATE RELEASE:

FeedMagnet social engagement platform powers Top Gear Live UK's social hub

Austin, Texas - Oct. 23, 2012 - Top Gear, the 10+ year BBC Television institution dedicated to all things automotive, will be deploying FeedMagnet's social curation platform to increase engagement around Top Gear Live, the annual in-person performance and live car show at the NEC Center in Birmingham, UK.

FeedMagnet has been powering social media marketing initiatives for brands and corporations since 2009, and enables marketers and publishers to curate content from Twitter, Facebook, Instagram and other sources to present a relevant and cohesive story for fans.

"Top Gear is an iconic brand with consistent social buzz that peaks around their live events and special broadcasts," FeedMagnet President and Founder Jason Ford said. "Amplifying that buzz with FeedMagnet will enable Top Gear Live to reach a bigger audience online and stimulate more conversation among viewers."

Top Gear Live's social hub will combine official social media sources from the show with keyword and hashtag searches for text and photos, to show the range of discussion about the event in a sensible way that invites response and sharing. In addition to the social hub, screen displays at the live event will encourage the audience to join the conversation from their mobile device.

View the Top Gear Live social hub here: <http://topgearuk-live.feedmagnet.com/>

Suggested Keywords: Social Media, Top Gear Live, BBC Television, Display, Curation, Aggregation, Marketing, Advertising, FeedMagnet

About FeedMagnet

FeedMagnet provides a social media integration system enabling brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content from a wide range of sources to power websites, Facebook pages, event displays and billboards with dynamic authentic content targeted to its client's objectives. FeedMagnet works directly with large clients and a network of digital and creative agencies to provide distinctive and engaging experiences. FeedMagnet's clients include Verizon, GE, Dow Chemical, Unilever, Sephora and McDonald's. For more information, visit www.feedmagnet.com.

About Top Gear Live

Offering a variation on more traditional motor shows Top Gear Live brings the spirit of the TV program to the live events arena allowing fans to immerse themselves in their passion for Top Gear and motoring in general. Starring Jeremy Clarkson, James May, Richard Hammond and The Stig the event features a combined indoor track and arena plus an exhibition. Top Gear Live has been running world tours since 2008 entertaining over one million visitors. Note: the format of the event and presenter line-up can vary in different countries.

Top Gear Live runs from 25-28 October 2012 at NEC Birmingham. Tickets are on sale and prices start at just £49*. For more information about the show or to book tickets visit topgearlive.co.uk or call 0871 230 5588

Top Gear Live is a joint venture between BBC Worldwide and Brand Events Ltd, who are running the event in the UK jointly with Clarion Events Ltd.

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to exploit the value of the BBC's assets for the benefit of the license fee payer and invest in public service programming in return for rights. The company has five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products and Global Brands. In 2011/12, BBC Worldwide generated headline profits of £155 million on headline sales of £1085 million and returned £216 million to the BBC. For more detailed performance information please see our Annual Review website: <http://www.bbcworldwide.com/annualreview>

Brand Events was formed in 1999 and is the UK's most successful innovator in events and exhibitions. Since then it has launched some of the UK's most popular consumer events including Top Gear Live, The Outdoors and Vitality shows and more recently the Taste Festivals series of events.

Clarion Events organizes more than 150 exhibitions, conferences and seated events annually across the globe, and is the largest consumer event organiser in Europe. It operates in a wide range of markets including Art, Baby, Entertainment, Motoring, Retail and Travel. In excess of 700,000 people attend its events each year.

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