



PRESS RELEASE

Edge invests in Albarn and Hewlett's 'Monkey'

Leading VCT invests in spectacular opera at The O2

28 October 2008: Edge Performance VCT is to back the spectacular opera, "Monkey – Journey to the West", created by the team behind the Gorillaz, Damon Albarn and Jamie Hewlett, together with renowned Chinese director Chen Shi-Zheng.

Edge will be participating in Monkey's forthcoming run at London's O2 Arena, after investing £1m in a new live promotion company, Saravid Promotions, created by music industry entrepreneur Daniel Lycett.

Monkey has already garnered substantial critical acclaim following sold-out runs in Manchester, Paris and at the Royal Opera House in London. The show has already been seen by over 100,000 people and will play in a 2,000 seat marquee for its 31-date run at the O2 beginning on November 8.

The BBC made extensive use of music and visuals based on the show for its coverage of the Beijing Olympics.

Saravid Promotions is the third investment from the VCT's C share pool, following the £1m investment in MK Ultrasound Limited earlier this year and the additional £1m follow-on investment in MK Ultrasound.

Saravid founder Daniel Lycett's 20 year career in the music industry began with stints at Radio 1 and PWL Records, where he worked with artists such as Kylie Minogue, Jason Donovan and 2 Unlimited. In 1995, he joined the newly opened London office of German independent label edel Records, where he became the youngest Managing Director of a UK record label, achieving a string of successes.

Since 2004, Lycett has operated as a consultant, working with, among others, 60's superstar Donovan and US hip hop legends Wu Tang Clan.

Edge Group founder David Glick said, "Monkey is a truly spectacular show and a fantastic project with which to begin our relationship with Daniel and Saravid."

With Lycett's experience of dance music and hip hop, these genres will be a natural focus, although the company will also look for opportunities in diverse areas, including stage shows.

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