

# Ainsley Harriott crosses the Atlantic to cook up a show for America

"The Ainsley Harriott Show" is Buena Vista Television's new one-hour syndicated talk strip hosted by Britain's television chef extraordinaire, Ainsley Harriott. Premiering January 10, 2000, "The Ainsley Harriott Show" is an entertainment-talk-cooking show spiced with its host's exuberant charm, showcasing his personality and passion for people and food, the very qualities that propelled him to the top in the United Kingdom. "The Ainsley Harriott Show" is produced by Valleycrest Productions Ltd., in association with Merv Griffin Entertainment, Inc. Each day, Harriott will invite guests — ranging from celebrities and sports figures to newsmakers and musicians — to join him for an unpredictable blend of fascinating conversation and lively interaction with the studio and viewing audience. Harriott and his guests also will feature a variety of entertaining and informative segments, with topics ranging from health and beauty to fashion and finance, and, of course, food. The show will be produced in New York, and Harriott will head out of the studio and into the city for live remotes and pieces highlighting events, colorful real-life personalities and local culture. Whether it's teaching a group of little girls how to serve a proper English tea, popping up in a school cafeteria to serve the kids lunch, or hijacking a supermarket shopper and taking her home to cook dinner,

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Burgess said the series will help bring together the Internet's entertainment sector with 18-to-34-year-old Web surfers who are fans of the Comedy Central show and the movie, "South Park: Bigger, Longer & Uncut."

"Until now, virtually everything on the Web has been created for some other purpose — TV, video games — and then people used the Web as another way to market it," he said. "This is the other way around. (These are) the first big stars that are creating original properties for the Internet."

Shockwave.com offers access to games, music, cartoons and searches. Spiderman creator Stan Lee has agreed to develop a comic for the site.

Shockwave.com received 2.35 million unique visitors in October, up from 1.75 million in September, according to Media Metrix, a New York firm that tracks Web traffic.

viewers will experience Ainsley's own lighthearted and playful take on the people and places he encounters.

Harriott's success as a chef brought him first to radio and then to television, where he combined his culinary talents with a flair for performing. The host of numerous shows airing on the BBC (including "Can't Cook, Won't Cook," "Meals in Minutes," "Ainsley's Barbecue Bible" and "Ainsley's Big Cook Out") as well as two primetime entertainment programs ("Party of a Lifetime" and "The Hidden Camera Show"), Harriott also is a best-selling author of cookbooks that, like his TV series, are designed to make cooking fun and accessible. Merv Griffin Entertainment will produce the "The Ainsley Harriott Show," with Griffin acting as executive producer. Dan Berg ("LIVE with Regis & Kathi Lee," Fox Television Network) directs, and John G. Verhoff ("LIVE with Regis & Kathie Lee," "Attitudes") is supervising producer. In addition, "LIVE with Regis & Kathie Lee" executive producer Michael Gelman will bring his decade of talk show experience to "The Ainsley Harriott Show," acting as a consultant while continuing his current duties on "LIVE."



Britain's television chef extraordinaire, Ainsley Harriott, is the host of "The Ainsley Harriott Show," Buena Vista Television's new one-hour entertainment-talk-cooking show, premiering January 10, 2000, in national syndication. Each day, Harriott will invite guests — ranging from celebrities and sports figures to newsmakers and musicians — to join him for an unpredictable blend of conversation, informative and entertaining segments and lively interaction with the studio and viewing audience.

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