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Press release

JONGLEURS - WORLD'S LARGEST COMEDY CHAIN - COMES TO IRELAND

Initial €200K investment tests market for potential €2m+ investment

Young Irish entrepreneur identifies business opportunity in economic downturn: Laughter - the best medicine

Jongleurs, the world's largest comedy club chain, has come to Ireland. Initial investment in Jongleurs Comedy Ireland will be €200K in year one. This will test the market and the viability of further investment of at least €2 million in venues around the country.

Young Irish entrepreneur and commercial entertainment consultant, Peter Dennehy, supported by business partner Tim Stone, is spearheading the project.

"Jongleurs' business strategy in the Irish market starts with an aggressive agenda of touring, a launch event, a showcase and broadcast events in year one," said Peter.

"The longer term business plan then aims to step-up the brand's activity across Ireland in years two and three, potentially through the purchase of one or more Jongleurs venues in key locations," he added.

Jongleurs Comedy Ireland launches today with a large comedy event for 250 people in Dublin. It will be part of the largest comedy network in the world with reach from London to Hong Kong.

A festive comedy extravaganza, 'Jongleurs Comedy at Leopardstown' will run throughout the Christmas period. The show's four week run is in partnership with Masterchef at the Silken Glider in Leopardstown, Dublin and is focused on the corporate market.

Plans are underway for a nationwide 'Jongleurs on Tour' programme to deliver the best in International and local comedy to the towns and cities which have been historically under-served by high-end comedic talent.

The Jongleurs Comedy Ireland team is also working on a television format with production partners Double Z (creators of Zig & Zag and Podge & Rodge) and RTE.

Jongleurs Corporate Comedy provides bespoke comedy for varied events including after-dinner entertainment, conferences and seminars, and Public Relations or Brand Awareness events. Their experience enables them to match the best talent and presentation format to your audience, venue and event objectives.

Nurturing young talent is also of huge importance to the ongoing success of the Jongleurs brand. A National Comedy Showcase will trawl the country to find new Irish stand-ups. Those with the talent could be catapulted, through the Jongleurs network, onto the international stage.

"We identified a void of local and international comedy presented on a consistent basis, in a high quality format - particularly in the larger towns and cities across Ireland" said Peter Dennehy, Director.

"We approached Jongleurs and convinced them that Ireland was an untapped market in comedy terms and that we, with our entertainment and commercial consultancy experience, could make it profitable,"

"People need to laugh more in the downturn than in boom, and Jongleurs Comedy Ireland intends to give the Irish public something to smile about," he concluded.

Maria Kempinska, Founder and Chief Executive of Jongleurs Comedy Limited said:

"The Irish market is very sophisticated in its comedy taste. A Jongleurs show caters to that sophistication, delivering a great mix of strong local talent and big names which match the Irish sense of humour. This is all delivered to the audience in a professional, high-end format with prompt bar service and good food".

"Launching new talent has become a key strength of the Jongleurs brand. Over the last 25 years we have watched the growth of the stand up careers of Rory Bremner, Graham Norton, Eddie Izzard, Ben Elton, Jack Dee, Al Murray, Harry Enfield, Frank Skinner, Lee Evans, Josie Lawrence and Ed Byrne. Jongleurs Comedy Ireland will leverage our experience and expertise to find young comedians, and nurture and launch them as part of an international network," she said.

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Note to Editors

About Jongleurs:

Jongleurs is a significant international comedy brand. It was founded by Maria Kempinska in 1983 in a ballroom above a pub in Battersea. 1987 she was joined by her business partner John Davy. Today Jongleurs works with over 1300 comedians, musicians & personalities with over 3.5 million visitors to its entertainment shows every year.

The Jongleurs live venues generate an annual turnover of circa GBP £25 million, with staff of over 1000 people. Jongleurs shows span from London to Hong Kong and have launched the careers of comedy greats such as Rory Bremner, Harry Enfield, Eddie Izzard, Ben Elton, Graham Norton, Jack Dee, Al Murray, Frank Skinner, Lee Evans, Josie Lawrence and Ed Byrne.