

Pet Shop Boys surprise lucky BRITs fan with a MasterCard Priceless Gig in their living room

To celebrate 30 years of the BRITs, MasterCard rewarded a lucky fan with their own BRITs performance live in their living roomand guess which legendary duo turned up?

2nd February 2010, London, UK – MasterCard has been the proud sponsor of The BRIT Awards for 12 years and to celebrate 30 years of the BRITs and thank music fans across the country for their passion and support, MasterCard devised the ultimate Priceless experience - a once in a life time opportunity for a member of the British public to win a BRIT Award winner playing live in their very own living room.

Lorraine Sands, a Project Manager from Twickenham, received the surprise of her life when the UK's biggest pop duo, Pet Shop Boys, turned up on her doorstep. The duo, who received the Outstanding Contribution to Music Award at last year's BRIT Awards, recreated part of their spectacular Pandemonium tour production live in Lorraine's living room, performing hit songs from the past two decades, including Number One records 'West End girls' and 'It's a sin'.

An excited Lorraine commented: 'When I opened the front door and saw Neil Tennant and Chris Lowe standing on my doorstep I thought I must be hallucinating! I've been a massive Pet Shop Boys fan for over twenty years and to have them play a gig right in my front room, for just me and my closest friends, was too good to be true! It was the best day ever - thank you MasterCard for making my dreams come true!'

Ben Rhodes, VP Marketing, MasterCard UK and Ireland, commented: "Pet Shop Boys have sold over 50 million records worldwide and are widely regarded as the most successful duo in British pop history. The opportunity to experience their spectacular Pandemonium tour live in your own living room is a truly money-can't-buy experience for any music fan. MasterCard wanted to mark this special 30th anniversary for the BRITs, as well as celebrate our longstanding partnership with them, by giving the fans something remarkable and most importantly, Priceless, to enjoy."

Neil Tennant of the Pet Shop Boys, who are releasing a DVD/CD of their Pandemonium tour on 15th February 2010, commented: "Reproducing part of our tour in someone's living room was surreal but it was very good fun. It's amazing how much you can do in such a relatively small space compared



with a stage. That was the whole point of it, to recreate an arena production, or elements of it anyway, in the intimate environment of a living room.”

Footage from the Priceless Gig will be turned into a series of idents during ‘The BRIT Awards with MasterCard’ broadcast Live on ITV1 on Tuesday February 16th 2010. Exclusive footage from the Priceless Gig will be available from <http://www.pricelessgig.co.uk/> after the show. To buy the Pet Shop Boys DVD/CD ‘Pandemonium Live, The O2 Arena, London, 21 December, 2009’, please visit www.petshopboys.co.uk.

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Notes to Editors

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