

**It's back. The same boss, the same boardroom but, there's a twist; this time Lord Sugar is looking for a business partner and for the winning candidate there's a £250k investment on the table....**

# THE APPRENTICE

**THE BRAND NEW SERIES, TUESDAY 10<sup>TH</sup> MAY, 9PM ON BBC ONE**

BBC ONE's multi award-winning and critically acclaimed business entertainment series **The Apprentice** returns for a seventh series on **Tuesday 10<sup>th</sup> May**, as a new line-up of corporate contenders face **Lord Sugar** in the battle for boardroom supremacy. Episode two of the hotly anticipated new series will be shown on **Wednesday 11<sup>th</sup> May**.

From all corners of the country, Britain's entrepreneurial elite have come to London to face the biggest challenge of their careers – embarking on a business battle over 12 tough tasks with multi-millionaire tycoon, Lord Sugar. Selected for their entrepreneurial flair and burning passion for business - Lord Sugar has spotted something in all of them but only one can succeed in proving they have the commercial acumen and business skill to be worthy of entering into a partnership with him as winner of **The Apprentice 2011**.

Injecting a new spin into the life-changing opportunity, this year's successful Apprentice will no longer win a six figured salary job working in one of Lord Sugar's businesses. Instead the winner and their business idea will found the basis of a partnership with Lord Sugar, with an investment to the value of £250,000.

In the present period of financial recovery this year's candidates face a series of gruelling tasks, and this year the bar has been raised as each task is based on a start up business, designed to push their skills to the limit. They are risking it all by leaving what they know behind and venturing into unfamiliar territory as they fight to launch their plan with his business backing and unequivocal guidance.

Failure is not an option and mistakes will not be forgiven as Lord Sugar wastes no time in telling his potential business partners how the hunt for a new partnership will work:

*"I'm going to inject £250,000 worth of cash and value into a business, your business, and you're going to run it. And I say you're going to run it because don't expect me to be doing all the work because I'm not looking for a "sleeping" partner. I'm not Saint Alan, the patron saint of bloody losers... You can look at it as a bit of an uncivil partnership, so to speak."*

*"I want you to treat this first task as if it's your own business. Here's something to note, this is an investment, and I want some return on my money."*

With the stakes set higher than ever, Lord Sugar and his eagle eyed advisors Nick Hewer and Karren Brady will each week be watching how the candidates perform in 12 challenging tasks.

The candidates' CVs reveal: an inventor, a business psychologist, a former cycling champion, an estate agent, an accountant and entrepreneurs in fields as varied as creative arts, organic skincare and fast food.

Although the candidates will live in a lavish mansion and be given a taste of the high-flying life they dream of, the weeks ahead will be anything but glamorous as they roll up their tailored sleeves and embark upon weeks of hard graft with only one of them emerging triumphant. Rivalry is intense as the 16 challengers vie for the chance to go into business with one of the world's most renowned business moguls.

Episode one follows the candidates as they are split into two teams, each team being tasked to invest £250 in fresh fruit and vegetables in a battle to make the highest return. The candidates must buy the produce, add value to it and sell it to the public under the strict scrutiny of Nick and Karren. The decision of how to spend their money is theirs but only one factor will be considered in the first boardroom showdown – who has made the biggest return on Lord Sugar's investment?

Series seven will see personalities clash and tempers soar as the cut-throat competition gets tougher with every task. With each task based on a business start-up, the potential apprentices will design a mobile phone application, be tested in the beauty industry, create new pet food, launch a magazine, explore the lucrative possibilities of biscuits, transform rubbish into money, start a restaurant chain and trade internationally.

For these elite professionals it is make or break time in the most daunting challenges they will ever face. With gripping boardroom showdowns and determined candidates, this series promises to be the most intense and unpredictable yet.

The money is on the table and the boss is in the boardroom but who will win to become this year's Apprentice?

Ultimate fan show, **The Apprentice: You're Fired!** will also be making a welcome return to BBC Two immediately after the main show with host **Dara O Briain** in the chair. Each week the fired candidate is interrogated by business experts, celebrity fans of the show and a studio audience of viewers.

The BBC Apprentice website - [www.bbc.co.uk/apprentice](http://www.bbc.co.uk/apprentice) - will feature clips from each episode and exclusive footage of each of the 16 candidates, filmed during the selection process. Viewers will be able to catch up with events surrounding the show in the official blog, a daily source of information for all things Apprentice, featuring the best of Twitter, Facebook and YouTube along with a weekly contribution from notorious ex-candidate Stuart Baggs.

**The Apprentice** is a talkbackTHAMES production for BBC ONE. Michele Kurland is Executive Producer, Mark Saben is Series Editor. Jo Wallace is the Executive Editor for the BBC.

**The Apprentice** will air on **BBC One**, **BBC HD**, the BBC's high definition channel and **BBC One HD** and will be repeated on **BBC Three**.

**For Press Information:**

Contact Emma Wright, Ashley Charles, Samantha Crawford or Clementine Kirby at Taylor Herring PR - 0208 206 5151 or [theapprentice@taylorherring.com](mailto:theapprentice@taylorherring.com)

**For Pictures:**

Visit [www.bbcpictures.com](http://www.bbcpictures.com), call BBC Picture Publicity - 020 8225 6800 or email [pictures@bbc.co.uk](mailto:pictures@bbc.co.uk)



(l-r – back row) Zoe Beresford, Jim Eastwood, Ellie Reed, Leon Doyle, Tom Pellereau, Edward Hunter, Vincent Disneur, Felicity Jackson, Glenn Ward, Edna Agbarha  
(l-r – front row) Melody Hossaini, Gavin Winstanley, Helen Milligan, Susan Ma, Alex Britez Cabral, Natasha Scribbins

**MEET THE GIRLS**

**Edna Agbarha**

**Age:** 36

**Occupation:** Business Psychologist

**Lives:** London

One of ten siblings, London born Edna rose from working life as a teenager on her uncle's Covent Garden market stall to her first position as a Business Psychologist and coach. Edna holds a Bachelors degree in Psychology, two Masters degrees and enjoys cycling in her free time.

**She says:** *“Weak people in business are a waste of space and a limp handshake is unforgiveable.”*

**Ellie Reed****Age:** 33**Occupation:** Managing Director – Construction Recruitment**Lives:** Yorkshire

The Bradford born entrepreneur started her working life with a paper round and eventually went on to start a new business during a recession, playing a crucial role in helping the company become one of the most successful in its market. Golf lover Ellie describes herself as ‘positive, fun and driven’ and once chased a burglar out of her house at 17.

**She says:** *“I don’t like lazy people... dole dossers that don’t want to work. I don’t like posh kids who have everything on a plate.”*

**Felicity Jackson****Age:** 23**Occupation:** Entrepreneur Creative Arts**Lives:** London

Felicity worked at a hairdressers as a teenager before going into children’s entertainment and eventually setting up her own company specialising in career development for actors. An avid fan of soaps and a trained actress, Felicity compares herself to Kanya King and is inspired by the T-Mobile brand.

**She says:** *“Lord Sugar will probably find it difficult to ever say anything negative to me because I always turn it round to a positive.”*

**Helen Louise Milligan****Age:** 30**Occupation:** Executive Assistant to CEO**Lives:** Northumberland

Stockport born Helen describes herself as ‘calm, loyal and tenacious’ and enjoys reading in her free time. A keen swimmer, she studied Law at University and climbed the ranks from part time work as a waitress to managing a restaurant before landing her role as Executive Assistant to the CEO of Greggs bakery.

**She says:** *“I see my job as my complete life. I work 24/7. There isn’t a cut off.”*

**Melody Hossaini****Age:** 26**Occupation:** Founder & Director – Global Youth Consultancy Business**Lives:** Midlands

Born in Iran, Melody lived in four different countries before settling in the UK. Melody who speaks five languages, set up a renowned UK youth organisation at the age of 13 and has won the ‘Woman of the Future’ award for her voluntary work. Global Youth Sector Entrepreneur Melody has previously worked with 12 Nobel peace prize winners including Desmond Tutu, Dalai Lama, Sherin Ebadi and was trained on climate change by Al Gore.

**She says:** *“Don’t tell me the sky’s the limit when there are footprints on the moon.”*

**Natasha Scribbins****Age:** 31**Occupation:** Divisional Manager – Recruitment**Lives:** London

German born Natasha achieved only five GCSEs but went on to graduate from University with a Bachelors Degree in International Hospitality Management. Happy to get her hands dirty Natasha worked cleaning the bakeries of a major retail chain at the age of 15 before venturing into business. An avid fitness fanatic, Natasha is inspired by the Nike brand for their representation of women in sport.

**She says:** *"I'm like a really fine tuned switch. If I need to turn it down then I turn it down. If I need to turn it up then I turn it up."*

**Susan Ma****Age:** 21**Occupation:** Natural Skincare Entrepreneur**Lives:** Croydon

Born in Shanghai, adrenaline junkie Susan moved to Australia at the age of six before eventually settling in London aged 13. With her mum having no grasp of English, Susan succeeded in getting herself into a school despite her young age and went on to study Philosophy and Economics at University. She describes herself as 'ambitious, optimistic and easy going'. Her first ever job was working on a market stall selling skin care products which she has now turned into a lucrative business.

**She says:** *"I'm short, sweet and smiley but when I do business I mean business."*

**Zoe Beresford****Age:** 26**Occupation:** Project Manager – Drinks Manufacturer**Lives:** Cheshire

Born in Stoke on Trent, Zoe joined her family firm straight from university and played an integral role in the company's development working in sales and marketing. Zoe, who bought a house with her sister at the age of just 12, describes her attitude as not 'why' but 'why not'. Zoe was awarded the 'Rolls-Royce Manufacturing Technology Prize' for the highest dissertation mark in the school of engineering.

**She says:** *"I will do whatever it takes to win."*

**MEET THE BOYS****Alex Britez Cabral****Age:** 28**Occupation:** Estate Agent Manager**Lives:** London

Motorbike enthusiast Alex who lived in Paris as a child, describes himself as 'ambitious, driven, and extremely focused'. Born and raised in London, Alex's first job was making tea in a small

estate agents before becoming a thriving agent himself. His greatest achievement is taking a business losing money and turning it around to a fast growing profitable business within twelve months.

**He Says:** *"Fear is a great motivator. If you are successful, you are unpopular, so unpopularity is a good thing."*

**Edward Hunter**

**Age:** 25

**Occupation:** Accountant

**Lives:** Reading

Half-British and half-Afghan, Reading born and raised Edward's first job was as a gardener at the age of 12. He successfully applied for a role in a global professional services firm headquartered in London straight after university and was hired as Senior Associate in the audit team before becoming an accountant at a FTSE 30 energy company. Trained at one of the world's leading accountancy firms, Edward describes himself as a 'man with strength of character and conviction who is honest and direct'.

**He Says:** *"I'm the wheeler dealer who accidentally became a finance professional and wants out."*

**Gavin Winstanley**

**Age:** 27

**Occupation:** Managing Director - Opticians

**Lives:** Liverpool

Gavin's first foray into working life was as a salesman at a high street clothing store and was made a manager at the age of 16. A passionate football fan, Gavin started up his own online opticians, which now has two high-street stores, after noticing the profit margins on glasses when working in a London department store.

**He Says:** *"I want to be a big name in UK business.....I'm everything. I'm all mouth. I'm a doer. I'm a leader."*

**Glenn Ward**

**Age:** 28

**Occupation:** Senior Design Engineer

**Lives:** Hertfordshire

Glenn Ward took apart and rebuilt an entire computer aged 8 and his entrepreneurial streak ensued when he began washing cars in his local area at age 14. An amateur footballer, Glenn cites Facebook founder Mark Zuckerberg as his inspiration and describes himself as 'an intelligent man with a dry sense of humour' who can 'read between the lines'.

**He Says:** *"Aggression isn't the best form of strength...I bring a marriage of technical thinking with a bit of salesman bravado."*

**Jim Eastwood****Age:** 32**Occupation:** Sales & Marketing Manager**Lives:** Northern Ireland

Jim started work in his father's fish & chip shop chipping potatoes from the age of nine and went on to maintain top sales performances as a Sales and Marketing Manager. Jim, who was *All Ireland* cycling champion as a teenager, champions Richard Branson and describes himself as 'driven, self-motivated, resilient and an eternal optimist.'

**He Says:** *"I'm not a show pony or a one-trick pony, I'm not a jack-ass or a stubborn mule, and I'm definitely not a wild stallion that needs to be tamed. I am the champion thoroughbred that this process requires."*

**Leon Doyle****Age:** 26**Occupation:** Fast Food Marketing Entrepreneur**Lives:** Leeds

Harrogate born Leon, a former paper boy and lorry driver, describes himself as 'charming, genuine and honest'. Leon, who survived a near fatal fall from a tree at the age of 12 once completed the Great North Run for charity. A Director and Founder of an online takeaway ordering site and publishing business, Leon notes Richard Branson and Apple as inspirational.

**He Says:** *"I don't like your gimmicky salesman who thinks he can sell ice to an Eskimo. Chances are he probably can't, and why would an Eskimo buy ice".*

**Tom Pellereau****Age:** 31**Occupation:** Inventor**Lives:** London

London born Tom's first job was working on a farm sorting agricultural bulbs from mud. A keen inventor and sports enthusiast, Tom succeeded in taking a prototype made in his kitchen to the shelves of two leading pharmacy outlets in the UK. He describes himself as 'creative, adventurous, loyal and enthusiastic', and cites Thomas Edison as an icon.

**He Says:** *"For me the Apprentice is a bit like the Olympics or the World Cup for entrepreneurs... I want to challenge myself, find out if I am ready to step up to this level."*

**Vincent Disneur****Age:** 29**Occupation:** Sales Manager – Telecoms Software**Lives:** Canterbury

Half-Belgian and half-Swiss, Glasgow-born Vincent is a film buff and frequent traveler with a penchant for theatre. The self confessed perfectionist who was a Liverpool mascot as a child, names Bill Gates and Richard Branson as role models and would love to have been the brains behind Microsoft.

**He Says:** “My positive approach and very good looks make me stand out from the crowd.”

## Notes To Editors

### The Apprentice

- BAFTA Award-winning business series, **The Apprentice**, has previously had six successful series.
- As well as a wealth of loyal fans, **The Apprentice** has received critical acclaim and won numerous awards including a BAFTA.
- Last year, Junior Apprentice transmitted on BBC One over a six week period, regularly attracting five million viewers as 16 and 17 year olds from across the UK pursued a prize tailored to his or her individual career prospects, worth up to the value of £25,000
- It's the toughest job interview going, and with more determined candidates this series, it promises to be the most intense and unpredictable. Apprentice series 6, saw candidate Stuart Baggs 'The Brand' take metaphors to a new level revealing that he was not a one trick pony but was in fact a field of ponies and in series 5, for the first time ever, the series saw candidate Adam Freeman pull out before the first task had even started. Other highlights of previous series include Lorraine Tighe's 'premonitions', the romance between Kate Walsh and Philip 'Pantsman Taylor', brash defences of Claire Young and boardroom bluffing of Jenny Celerier. The business theatrics of Michael Sophocles and his kosher meat gaffe has made him one of the standout characters of all five series while the floundering failures of school teacher Noorul Choudhury who had the nation screaming at the TV as he escaped the firing line on many occasions, sandwich seller Rocky Andrews failing in the catering task, Lee McQueen's pterodactyl impression and not forgetting Raef Bajyou's ability to "speak to prince or pauper" have all had the nation cowering behind their CVs for the past six years.
- The Apprentice has spawned a number of columns and blogs in the national press and has been spoofed by comedians including French & Saunders, Harry Hill and Dead Ringers. In 2007, the BBC Two show *Kombat Opera* spoofed The Apprentice with *Kombat Opera Presents...The Applicants*. In 2009 renowned YouTube artist Cassette Boy created *Cassette Boy vs The Apprentice* which has attracted over 2.8 million hits to date on YouTube alone.
- 2009's stellar line up for **Comic Relief Does The Apprentice** included Jonathan Ross, Patsy Palmer, Carol Vorderman, Ruby Wax, and Gok Wan. After the boys lost the toy design task, Sunday Night Project funny man, Alan Carr, was the unlucky candidate on the receiving end of the dreaded words, "You're Fired!". In 2007, the first celebrity special of The Apprentice aired as part of the Comic Relief night on BBC One. Comic Relief does The Apprentice featured a wealth of high profile celebrities including the likes of Cheryl Cole, Ross Kemp and Piers Morgan as they battled out to raise money and avoid the ultimate dent in their egos - being fired by Lord Sugar. In 2008 another celebrity special aired as part of Sport Relief on BBC One; Sport Relief does The Apprentice.

### Lord Sugar

After leaving school in Hackney aged 16, Sugar started selling car aerials and electric goods out of a van he bought for £50. In 1968, he founded Amstrad, and now, over 40 years later, he has an estimated worth of £730 million, and was ranked 85th in the 2010 Sunday Times Rich List.

A former Chairman of Tottenham Hotspur FC, Sugar sold his Amstrad empire to Sky in July 2007. Sugar's other companies include AMSCREEN, which offers digital screen media advertising networks, AMSAIR, which offers business and executive jets to a number of high profile clients around the world,



AMSPROP, a property investment firm and VIGLEN, a manufacturer specialising in computers, networks and solutions.

In 2000, Sugar was knighted for his services to business and he holds two honorary Doctorates of Science degrees, awarded by City University and Brunel University respectively.

Having previously sat on the Business Council for Britain and fronted a campaign promoting the benefits of apprenticeships, in 2009 he was named as Enterprise Champion and appointed to the House of Lords as Baron Sugar of Clapton in the London Borough of Hackney.

Lord Sugar is a philanthropist who donates to a number of charities including Great Ormond Street Hospital and Jewish Care.

### **Nick Hewer**

Former PR impresario Nick Hewer started off in public relations in the mid 1960s. Heading up his own PR company until its sale in 1997, Nick built an impressive corporate client list which, over more than 30 years, included many British and international companies and organisations, including the Secretariat of His Highness the Aga Khan, based in Chantilly, France and the wife of the ruler of Dubai, the late H H Sheikh Maktoum.

Nick first came across Lord Sugar when his PR company was chosen to represent Amstrad in 1983. Soon taking care of his profile across all business and personal dealings, Nick became a trusted ally and firm friend to the tycoon, playing an integral part in the management structure at Amstrad.

Friends throughout both careers, Lord Sugar laid on a dinner at The Dorchester for Nick and 100 guests to celebrate his official retirement. Says Nick: "Alan is a very generous friend. The best thing about working for him was there was always something going on - he has a vibrancy about him."

Nick's career has taken him all over the world; in his retirement he still pursues his lifelong passion of world travel. Not long ago he drove a 20 year-old Renault 4L solo from London to Mongolia for charity and last summer took part in the Children in Need trek from Istanbul to Almaty in Kazakhstan. As a patron of Hope and Homes for Children, Nick helps promote this British charity. He has worked for them in Romania, Rwanda and will visit Sierra Leone this summer. He has a home in France where he indulges his other passion, for old tractors.

### **Karren Brady**

Karren Brady began her career at LBC when she was 18 years old and swiftly moved onto Saatchi & Saatchi as junior Account Handler. She joined Sports Newspapers Ltd in 1988 and became Director within a year.

Karren is now known as the first woman of football. She was Managing Director of Birmingham City Football Club from 1993 to 2009 and during that time turned the Club's fortunes around. She took over Birmingham City FC when it was in administration, and in her first year at the helm, the Club recorded a financial trading profit. In January 2010, Karren was appointed Vice Chairman of West Ham United FC.

Karren has attracted much media attention in her position, and was the subject of an hour long documentary 'Inside Story' - The Real Life Manageress' shown on BBC. Karren has written four books; a factual account of her first season at Birmingham City, 'Brady plays the Blues' two novels, 'United' and 'Trophy Wives' and her latest book 'Playing to Win' is about successful women in business.

Karren is a columnist for The Sun newspaper; the UK's biggest selling national daily newspaper and also writes for the popular lifestyle magazines Cosmopolitan and Woman & Home. She is a judge of the Cosmopolitan Women of Achievement Awards and is an Ambassador for the Stroke Association and WellChild. Previously on the Board of Mothercare PLC, Channel 4 Television and Sport England, Karren

now holds the position of non-Executive Director of Arcadia. She is an honoree Fellow of the Institute of Sales and Marketing and in 2010 was awarded an honorary Doctorate from the University of Birmingham.

In March 2007 she was chosen as the Project Manager of the girls team on BBC One's *The Apprentice*, for Comic Relief, where she led her team to a resounding victory over the boys, raising over £750k for charity.

Now, following appearances as one of Lord Sugar's interrogators, Karren has replaced Margaret Mountford as Lord Sugar's right-hand woman.

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### **talkbackThames**

**talkbackTHAMES** is one of the UK's most successful production companies providing award winning programming for all major terrestrial and digital channels. With an unparalleled range of programming including - *The Apprentice*, *The X Factor*, *Britain's Got Talent*, *Celebrity Juice*, *Take Me Out* to *Grand Designs*, *Great British Railway Journeys*, *Never Mind The Buzzcocks*, *The IT Crowd*, *QI*, to *Over The Rainbow* - talkbackTHAMES has aired over 450 hours of programming on terrestrial TV in the past 12 months alone. talkbackTHAMES is the UK Production arm of FremantleMedia.

### **The Apprentice – Awards**

The Apprentice has received critical acclaim and won numerous awards including a BAFTA, three Televisual Bulldog Awards and the Broadcasting Press Guild for Best Factual Entertainment Programme. It has won the Terrestrial Programme of the Year at the MediaGuardian Edinburgh International Festival twice (2008 and 2009). The programme has also won the Broadcast Award for Best Entertainment Programme, a National Television Award for Most Popular Reality Programme, the Rose D'or Reality Show award and was most recently awarded the Broadcasting Press Guild Award for series six.