**03 March 2020**

**Escape Hunt plc**

**("Escape Hunt", the "Company" or the "Group")**

**BBC Studios and Escape Hunt launch new Doctor Who game**

Escape Hunt plc (AIM: ESC), a leading operator of escape rooms in the fast-growing experiential leisure sector, has today announced the launch of a brand-new escape room experience with BBC Studios.

A Dalek Awakens will be the second Doctor Who game to be launched, adding to the growing portfolio of proprietary games developed by Escape hunt and building on the initial Doctor Who game which was opened in December 2018. The IP content deal with BBC Studios highlights Escape Hunt’s premium appeal and helps to further differentiate the business from its competitors whilst supporting its strategy of being the premier escape room brand. The Company believes that using branded content in its escape rooms helps drive awareness and broadens the appeal of escape games which will help to drive footfall and brand awareness.

Escape Hunt has developed a range of industry-leading themed escape rooms across the UK. The newest game, *Doctor Who: A Dalek Awakens,* will be available at the Escape Hunt Birmingham Resorts World and the Reading, Norwich and Basingstoke sites, with several other venues opening in future.

**Richard Harpham, Escape Hunt Chief Executive Officer, said:**

“We are delighted to be creating a second game, *Doctor Who: A Dalek Awakens*, with BBC Studios which adds to our growing portfolio of proprietary games and builds on growing interest from our initial game with BBC Studios, *Doctor Who - The Live Escape Game.*

“Doctor Who has a loyal and dedicated fanbase which we have seen from the success of our first game, so to be able to bring some variety to the public with a brand new and innovative game centred around the iconic Dalek is an exciting prospect for Escape Hunt.

“We look forward to bringing the new game to life at Escape Hunt venues across the UK.”

Tickets for *Doctor Who: A Dalek Awakens* are on sale now and are bookable via:

[**https://escapehunt.com/DoctorWho**](https://escapehunt.com/DoctorWho)

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**About Escape Hunt plc**

The Escape Hunt Group is a global leader in providing live escape-the-room experiences with a network of owner-operated sites in the UK and a global network of franchised outlets in six continents. The Company was re-admitted to AIM in May 2017 and has a strategy of creating high quality premium games and experiences, which incorporates branded IP content.

**About Doctor Who**

*Doctor Who* is one of the longest running action adventure television series in the world spanning 55 years and winning over 100 awards. This quintessentially British show has a huge global following, with 9.6m fans across social platforms/channels and 100m video views on YouTube in the last year alone. It was the most tweeted about drama programme brand in the UK throughout 2018. *Doctor Who* is sold to over 249 territories. Series 11 achieved the 2nd biggest UK drama launch of 2018 and the 3rd most watched *Doctor Who* series since its return in 2005. It outperformed channel averages internationally and delivered double digit series on series increases in the US and Canada. It has been honoured by Guinness World Records as the longest running science-fiction series in the world. *Doctor Who* has a proven track-record in consumer products and live entertainment with over four and a half million Sonic Screwdrivers sold in the past eleven years, over 13 million action figures sold since 2005, over 19 million DVDs sold globally and over one million tickets sold for live events.

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