

Adam and Ryan Thomas announced as hosts of ITV's new game show 99 To Beat

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Casting for the new series is now open

ITV announces that brothers Adam and Ryan Thomas have signed up to host brand-new game show, 99 To Beat.

Since starring in the nation's most popular soaps Emmerdale and Coronation Street, Adam and Ryan have gone on to appear in a string of the biggest entertainment formats including ITV's I'm A Celebrity... Get Me Out of Here! and Dancing on Ice, winning public affection and cementing themselves as lovable television personalities.

In their first presenting role together, Adam and Ryan will preside over all of the nail-biting action, offering playful commentary while guiding the 100 contestants through the experience as they go head-to-head in a range of simple, quirky and often hilarious games.

99 to Beat is the game show that anyone can win, but there's one rule players must follow if they're to be in with a chance of walking away with the cash prize – Don't. Come. Last. As contestants battle it out against each other, each round will see the number of players whittled down until one person takes the top prize.

Casting for the series is open now. Producers are looking for fantastic characters aged between 18 and 80 from all walks of life, and with a range of experiences who have one thing in common - they don't like to lose. Anyone who thinks they might have what it takes can apply here - <https://www.initialtv.com/be-on-our-shows>

The new series is being made by Initial (a Banijay UK company) - the production company behind Celebrity Big Brother, Big Brother, Soccer Aid and Tenable.

Adam & Ryan Thomas said:

“It's new, it's fresh, it's fun and we can't wait for people to see it! It really is the ultimate family show, and so we couldn't be more excited to be hosting it together, as a family. It's a dream come true for us. We can already imagine people at home playing these games with their families as it's fun/silly/competitive & heartfelt.”

Katie Rawcliffe, Head of Entertainment Commissioning ITV, said:

“With their infectious laughs and undeniable warmth, I couldn't think of anyone more befitting than Adam and Ryan Thomas to front this exciting new series. With them at the helm, 99 to Beat is sure to be a supremely entertaining watch.”

Katy Manley, Managing Director of Initial, added:

“I'm really excited about bringing this format to the UK. It's so warm, funny and unique – we're looking forward to finding some brilliant contestants, and to working with Adam and Ryan who will bring their fantastic chemistry and contagious energy to the show.”

99 To Beat is an Initial (part of Banijay UK) production for ITV. It was commissioned by Katie Rawcliffe, Head of Entertainment Commissioning ITV and Kevin O'Brien, Commissioning Editor, Entertainment Commissioning ITV. Paula

Thomas is the Executive Producer for Initial.

In a deal struck with Belgian distributor Primitives, Banijay represents the format in three English-language territories. 99 To Beat is a format developed by Belgian broadcaster VRT and production company De Chinezen.

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