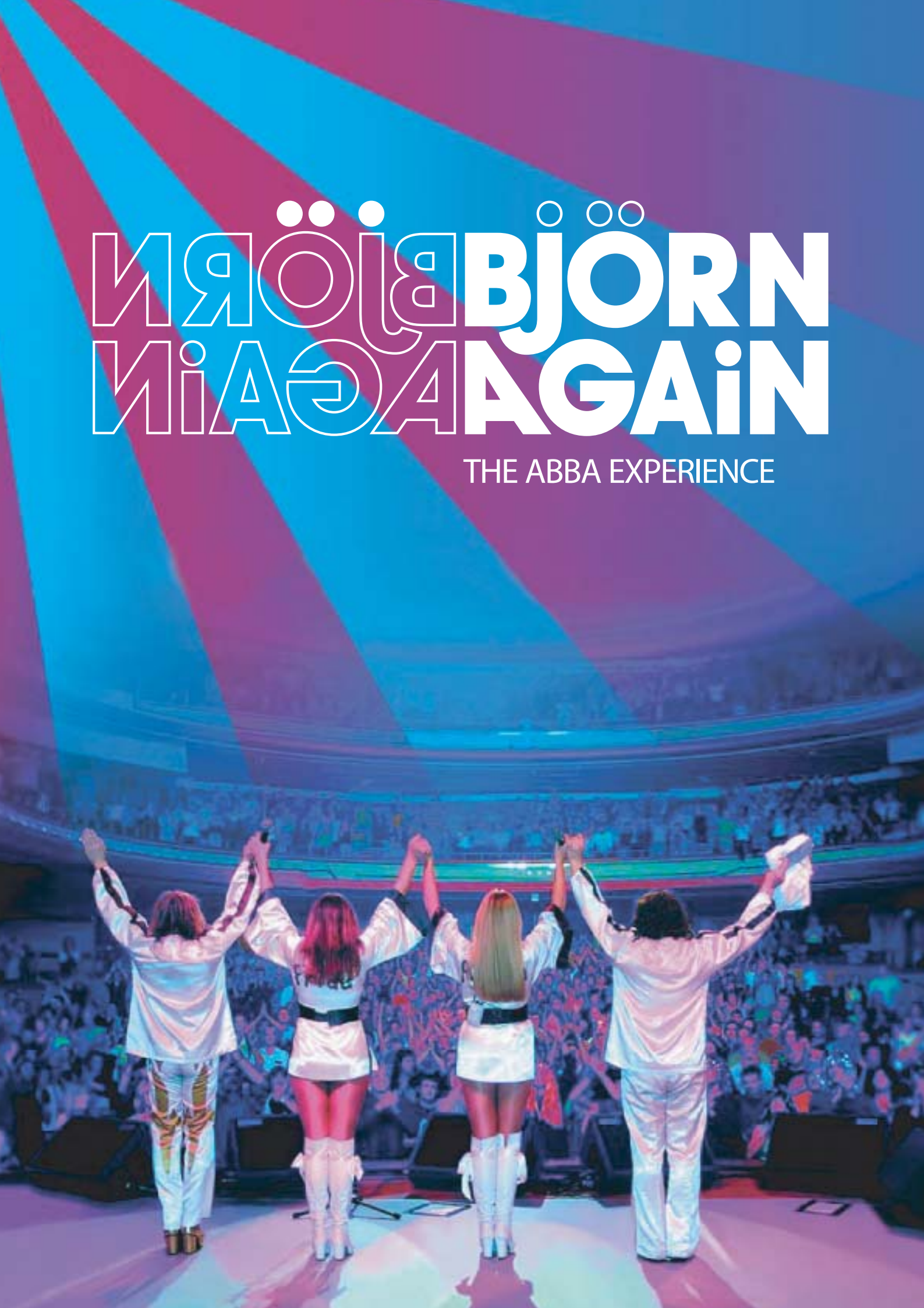


ИРÖÏЯВJÖRN ИiAЭДАAGAiN

THE ABBA EXPERIENCE





THE GREATEST ABBA SHOW IN THE WORLD

Björn Again is regarded by the industry as one of the most successful Australian acts of all time, having performed over 3500 concerts in over 60 countries. And now they are captivating a whole new generation.

ACKNOWLEDGEMENTS

Australian Top 10 Entertainers List (BRW Aust)
Australian Top 50 Entertainment Exports list
Trivial Pursuit included Björn Again in the UK version
A Guinness Book of Records entry because of BA's history making concert using fibre optic technology at the Prince of Wales Trust Variety Concert, 1994

MAJOR ROCK FESTIVALS

Include Glastonbury, Reading, T in the Park, Roskilde, PinkPop, Out in the Green, V2000 and many more

SELLOUT CONCERTS INCLUDE

The Palais, Regent Theatre, Crown Casino (Melbourne), State Theatre, Taronga Zoo (Sydney), Royal Albert Hall, The Forum, Wembley Arena (London), The Point (Dublin), Glasgow SECC, Nelson Mandela Theatre (Johannesburg), Irving Plaza (New York), Elysees Montmartre (Paris)

MEGASTAR SUPPORTS SUPERSTAR FANS

Include Shania Twain, Spice Girls, Rod Stewart, Cher
Include David Beckham, Nirvana, Paul Kelly, Bono/U2, Robert Plant (Led Zeppelin), Tom Jones, Metallica, Sarah Ferguson, Rowan Atkinson to name a few

WORLD WIDE MEDIA

Extensive media coverage on television, radio, and press worldwide, plus an award-nominated UK TV feature documentary.

- BIGGEST AUDIENCE
- BIGGEST OWN CONCERT
- BIGGEST CHART HIT
- BIGGEST MOMENT

Over 300,000 people (London)
Glasgow SECC, Scotland, 9500 ticket sales
'A Little Respect' (No 25 UK)
Meeting Björn and Benny from ABBA



Bookings Call 03 8562 2207

BJÖRN AGAIN

ABBA first exploded onto the world scene in 1974, and over the next decade, provided the music world with a string of enduring hits.

BJÖRN AGAIN is the world famous ABBA tribute band established in Melbourne, Australia in 1988. Its blend of musical skill and light-hearted entertainment captures all the vitality of ABBA's music, while providing a fabulous night out for ABBA fans old and new.

Björn Again is now considered the most successful cover-tribute band of all time and one of Australia's most successful musical exports. To date the band has gained critical acclaim in over 60 countries and has become a household name globally.

Audiences love Björn Again

Each show is a perfect blend of musical skill, production values and comedy that always receives an enthusiastic, and many times hysterical, audience response. '70s costumes, clever stage antics, humour and that timeless music get everyone on their feet, singing and dancing along to iconic ABBA songs like 'Money, Money, Money', 'Take a Chance on Me', 'Fernando' and 'Dancing Queen'.

People come to a Björn Again concert for a wide variety of reasons. Some like to dress in their '70s gear to relive the ABBA era. Some come to hear the music played live once again.

And some come purely for a great night out. Whatever the reason, Björn Again shows are always 'full-house' events that leave international audiences ecstatic – and critics stating that Björn Again is "the most entertaining live rock show in the world today".

Not surprisingly, Björn Again is in high demand for public and private shows across the globe, and has performed in just about every entertainment environment imaginable. As a result of the show's phenomenal success, its management company has established offices in the UK, Australia and North America. With multiple touring line-ups, on any given day there may be up to five Björn Again concerts playing around the planet

ABBA gained worldwide attention when they won the 1974 Eurovision Song Contest with 'Waterloo'. Over the next decade the Swedish group, comprising Agnetha Faltskög, Björn Ulvaeus, Benny Andersson and Anni-Frid Lyngstad, released a string of hit singles and albums worldwide to become one of the most successful groups in pop music history.



The early 1990s saw the great ABBA revival which prompted the release of the ABBA GOLD Greatest Hits album in 1992, which topped the charts worldwide and still sells well today. The inclusion of ABBA songs in the soundtracks of the hit Australian films "Muriel's Wedding" and "Priscilla, Queen of the Desert" and with the musical "Mamma Mia" selling out in many cities all over the world, ABBA's and Björn Again's popularity is at an all time high.

WORLD-CLASS PERFORMANCES

- ★ Russell Crowe's wedding (2003)
- ★ Bill Gate's launch of Microsoft Windows Server (2003)
- ★ Spice Girls World Tour (1998)
- ★ Muriel's Wedding movie launch at Cannes Film Festival
- ★ Special Guest Supports to Shania Twain, Cliff Richard in Hyde Park (London)
- ★ Formula One Grand Prix Driver's Ball (Monaco)
- ★ Rowan Atkinson's (Mr Bean) Millennium Party
- ★ Hong Kong Handover Party – Royal Yacht Club (1997)
- ★ Johnny Walker Golf Classic (Thailand)
- ★ World Expo (Lisbon, Portugal)
- ★ Antwerp Proms (Belgium) with Toto, Paul Young and 200 piece orchestra and choir
- ★ Opening of Glasgow's new Hampden Stadium with Rod Stewart
- ★ Harrods 150th Anniversary (London)
- ★ Y2K World Millennium Concert (Mumbai, India)
- ★ Launch of new Chinese TV Channel to over 1 billion people (Beijing, China)
- ★ MTV Music Awards After-Show Party (Sweden)

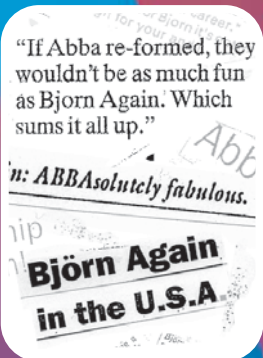
QUOTABLE QUOTES

FROM THE MEDIA



"I lived my life through the '70s with Count Down, ABBA and Mamma Mia and when I saw Björn Again I was born again and re-lived my life, but these days I need an SOS!"

– Molly Meldrum, Australia's legendary music guru



"If Abba re-formed, they wouldn't be as much fun as Björn Again. Which sums it all up."

– ABBA absolutely fabulous.

Björn Again in the U.S.A.



"Brilliant. An amazing success story. And I can't get over the name ... Björn Again – it's great!"

– George Negus, ABC-TV Australia

"From the note-perfect vocals to the faux-Swedish accents and sequined duds, Björn Again's performance was fabulously flawless."

– Rolling Stone Magazine, USA

"Björn Again were truly magnificent. Truly a miracle."

– The Daily Yomiuri, Tokyo, Japan

FROM THE FANS

"I do I do I do I do I do love you so much Björn Again. Simply the Best."

– Craig Aspinall, Sydney, Australia

"They are absolutely ABBA. I enjoyed the gig in Japan."

– Kayo Fukuda, Saitama, Japan

"Abba-solutely awesome. We had the most fun you could ever have at a live music concert."

– Simone Robertson, Chicago, USA



Björn Again: ABBA with an edge

Björn to bring back memories



The best of luck... always my belief that someone who looks like me ought to have a successful career. If it's good enough for Björn it's got to be good enough for you and I.

Björn Again lead a revival in Britain
They're back

FROM THE FAMOUS

"Great! Loved it! And I just love your platform shoes and costumes!"

– Princess Sarah Ferguson

"Great Show. Excellent."

– David Beckham

"Awesome." – Nirvana

"Fantastic. Great!"

– Tom Jones

"Absolutely Brilliant."

– Robert Plant

"A sensual uplifting experience – but not enough pyro!"

– Metallica band and crew



**NRÖÖBJÖRN
NiAGAiN**

EXPERIENCE THE BEST
ABBA SHOW IN THE
WORLD ON THE WEB

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