

FOR IMMEDIATE RELEASE

Soft Scrub® Presents
DANCING WITH THE STARS - THE TOUR

WAYNE NEWTON, MARIE OSMOND, SABRINA BRYAN,
DREW LACHEY, JOEY LAWRENCE, MONIQUE COLEMAN,
CHERYL BURKE, EDYTA SLIWINSKA, KYM JOHNSON, MARK BALLAS,
JONATHAN ROBERTS, DEREK HOUGH, ALEC MAZO, BRIAN FORTUNA AND MORE

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37-Show Tour Kicking-Off December 18th at Key Arena in Seattle, WA

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Tickets on sale beginning November 10th

LOS ANGELES – November 5, 2007 – *Dancing with the Stars*, ABC's #1 rated unscripted show, produced by BBC Worldwide America, is hitting the road this winter and bringing its most popular teams of stars and professional dancers to 37 cities throughout North America. Soft Scrub® Presents *Dancing with the Stars – The Tour* will kick-off at Key Arena in Seattle, WA on December 8th. **Tickets will go on sale beginning Saturday, November 10th.** Fans should visit ABC.com for complete tour details.

The third *Dancing with the Stars* tour will feature a rotating cast of the show's most popular competitors, combining established favorites from previous tours with newcomers from the show's current season. Audiences will be treated to exciting new line-ups from an ensemble of stars including season five couples **Wayne Newton** with **Cheryl Burke**, **Marie Osmond** with **Jonathan Roberts** and **Sabrina Bryan** with **Mark Ballas**; season three's **Joey Lawrence** with **Edyta Sliwinska** and **Monique Coleman**; professional dancers **Derek Hough**, **Alec Mazo** and **Brian Fortuna**; as well as special guest star appearances throughout the tour from season two winner, **Drew Lachey**. In addition, fans will be treated to a very special musical performance by the legendary Wayne Newton during the select shows that he will appear in. Along the way, expect special guest appearances by some of the TV show's most popular stars. During past tours, these special guests have included Apolo Anton Ohno, Sara Evans, Jerry Springer and John Ratzenberger.

Soft Scrub® Presents *Dancing with the Stars – The Tour*, is produced by BBC Worldwide America, AEG LIVE and Front Line Management Group. The two-hour show features a larger-than-life recreation of the TV show's actual stage and set design -- complete with intimate cabaret-style VIP table seating on the floor – allowing fans unprecedented sightlines to all the action. Fans can visit www.iloveallaccess.com for access and information to VIP seating.

As with the network show, each dance number will be accompanied by an amazing live band, performing the hit music that has become a much-loved aspect of the program.

Additionally, the show will feature two huge video screens to the left and right of the stage showcasing never-before-seen rehearsal footage, exclusive behind-the-scenes interviews and outtakes as well as many surprise extras. Dancing with the Stars alum, Louis Van Amstel will once again choreograph the tour, blending the show's most memorable and loved dances with new, never before seen cast numbers.

DANCING WITH THE STARS – THE TOUR

DATE	CITY	VENUE
Tue-Dec-18-07	Seattle, WA	KeyArena at the Seattle Center
Thu-Dec-20-07	Sacramento, CA	ARCO Arena
Fri-Dec-21-07	San Jose, CA	HP Pavilion
Thu-Dec-27-07	San Diego, CA	San Diego Sports Arena
Fri-Dec-28-07	Glendale/Phoenix, AZ	Jobing.com Arena
Sat-Dec-29-07	Los Angeles, CA	Staples Center
Sun-Dec-30-07	Las Vegas, NV	Orleans Arena
Wed-Jan-02-08	Omaha, NE	Qwest Center
Thu-Jan-03-08	Minneapolis, MN	Target Center
Fri-Jan-04-08	Chicago, IL	Allstate Arena
Sat-Jan-05-08	Detroit, MI	Joe Louis Arena
Mon-Jan-07-08	Toronto, ON	Air Canada Centre
Tue-Jan-08-08	Cleveland, OH	Wolstein Center
Wed-Jan-09-08	Columbus, OH	Nationwide Arena
Fri-Jan-11-08	Milwaukee, WI	Bradley Center
Sat-Jan-12-08	Moline, IL	i wireless Center
Sun-Jan-13-08	Kansas City, MO	Sprint Center
Tue-Jan-15-08	Lexington, KY	Rupp Arena
Thu-Jan-17-08	Cincinnati, OH	U.S. Bank Arena
Fri-Jan-18-08	Indianapolis, IN	Conseco Fieldhouse
Sat-Jan-19-08	Nashville, TN	Sommet Center
Mon-Jan-21-08	Tampa, FL	St. Pete Times Forum
Tue-Jan-22-08	Jacksonville, FL	Veterans Memorial Arena
Wed-Jan-23-08	Ft. Lauderdale, FL	BankAtlantic Center
Fri-Jan-25-08	Duluth, GA	Gwinnett Center
Sat-Jan-26-08	Greensboro, NC	Greensboro Coliseum
Sun-Jan-27-08	Richmond, VA	Richmond Coliseum
Mon-Jan-28-08	Hampton, VA	Hampton Coliseum
Wed-Jan-30-08	Washington, DC	Verizon Center
Thu-Jan-31-08	Newark, NJ	Prudential Center
Fri-Feb-01-08	Uniondale, NY	Nassau Coliseum
Sat-Feb-02-08	Atlantic City, NJ	Boardwalk Hall
Mon-Feb-04-08	Worcester, MA	DCU Center
Tue-Feb-05-08	Manchester, NH	Verizon Wireless Arena
Thu-Feb-07-08	Uncasville, CT	Mohegan Sun
Fri-Feb-08-08	Uncasville, CT	Mohegan Sun
Sat-Feb-09-08	Providence, RI	Dunkin Donuts Center
Sun-Feb-10-08	Philadelphia, PA	Wachovia Center

For more ticket and tour info, fans can visit www.ticketmaster.com, www.abc.com and <http://dancingwiththestars.aeglive.com>.

About Soft Scrub:

As America's #1 abrasive cleaning product for decades Soft Scrub has been a trusted partner in household cleaning. Its tough, yet safe micro-abrasive formula works on hard to remove stains while killing 99.9% of household germs for a high quality deep clean. Discerning cleaners trust Soft Scrub for a superior cleaning performance every time. Soft Scrub is a Henkel company brand and the proud title sponsor of 'Dancing With the Stars - The Tour.'

The Dial Corporation, a company of Henkel KGaA, is based in Scottsdale, Ariz., and is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners and Right Guard® antiperspirants/deodorants. Dial products have been in the American marketplace for more than 100 years. For more information, visit henkelna.com.

For more than 130 years, Henkel has been a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel operates in three business areas - Home Care, Personal Care, and Adhesives Technologies - and ranks among the Fortune Global 500 companies. In fiscal 2006, Henkel generated sales of 12.740 billion euros and operating profit of 1,298 million euros. Our 52,000 employees worldwide are dedicated to fulfilling our corporate claim, "A Brand like a Friend," and ensuring that people in more than 125 countries can trust in brands and technologies from Henkel.

About Dancing with the Stars

"Dancing with the Stars" airs Mondays at 8:00 p.m., ET and Tuesdays at 9:00 p.m., ET on ABC. Tom Bergeron ("America's Funniest Home Videos") hosts alongside Samantha Harris ("E! Entertainment").

"Dancing with the Stars" is the U.S. version of the BBC smash hit series, "Strictly Come Dancing." This version is produced in America by BBC Worldwide Productions. Conrad Green serves as executive producer and Rob Wade and Matilda Zoltowski are co-executive producers. Alex Rudzinski directs.

About BBC Worldwide America:

BBC Worldwide America is the U.S. arm of BBC Worldwide, a commercial and wholly owned subsidiary of the British Broadcasting Corporation (BBC). Headquartered in New York and Los Angeles, BBC Worldwide America has five core businesses: Channels, TV Sales, Content & Production, Home Entertainment and Digital Media. Profit from BBC Worldwide is returned to the BBC public service. BBC Worldwide Productions, based in Los Angeles, was the first international local production base to be established by BBC Worldwide's Content & Production division. It currently producing the fifth series of Dancing with the Stars for ABC, and will produce this winters' Dance War for ABC and Clash of the Choirs for NBC

About AEG LIVE

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance, touring for a variety of programming and multi-media production. AEG Live, the nation's second largest concert promotion and touring company is comprised of special event, broadcast and exhibition divisions, eleven regional offices and numerous state of the art venues nationwide. The company's national promotion arm is currently producing tours and productions including Celine Dion *A New Day...* now appearing at The Colosseum at Caesars Palace in Las Vegas and "Tutankhamun and the Golden Age of the Pharaohs," an international tour of the artifacts of King Tut. Recent and upcoming promoted concert tours have included artists such as Justin Timberlake, Bon Jovi, Prince, Christina Aguilera, Kenny Chesney, So You Think You Can Dance, Paul McCartney, High School Musical, American Idols Live and Dancing with the Stars. Goldenvoice, the company's Southern California-based regional promotion division created and operates the award winning annual Coachella Valley Music & Arts Festival as well as Stagecoach: California's Country Music Festival. The company operates NOKIA Theatre at Grand Prairie in Texas, NOKIA Theatre Times Square, and the recently opened NOKIA Theatre L.A. LIVE.

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