



Dale's sales thrash ex-Neighbours' stars

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Ex Jim Robinson actor Alan Dale is biggest selling Neighbours star on Amazon.co.uk, outselling closest rival Kylie by more than double

September 27, 2007, London: As Ugly Betty is released on DVD, Amazon.co.uk can reveal that series favourite Alan Dale, who plays leading character Bradford Meade (and formerly Jim Robinson), has convincingly outsold all his ex co-stars on fellow cult show Neighbours.

The table reveals that Dale sits pretty at the top of the Neighbours' stars sales chart, having sold over twice as much as nearest contender Kylie, and over 65 times more than Jason Donovan.

Ugly Betty is finally released on DVD in the UK this week, ending weeks of anticipation for fans of the series. One of the factors in gaining its cult status must have been the star turn performed by Alan Dale, the actor who shone as Jim Robinson in soap phenomenon Neighbours before bagging major roles in US dramas The OC and 24.

In a study by Amazon.co.uk, we can reveal that, despite many of Dale's past Neighbours co-stars achieving more fame than the sophisticated star, none can match his Midas touch in terms of sales, with products featuring Dale trouncing those by, or featuring, other former Ramsay Street residents.

Dale sits pretty at the top of the charts having resoundingly outsold all other ex-Neighbours cast members. Even his closest rival, pop starlet Kylie, couldn't come close to knocking him off his perch and has sold less than half of the total number of products of Dale.

Surprisingly third place is occupied by Jesse Spencer, who played teen heartthrob Billy Kennedy, whose performances in the House series have launched him above glamorous singers Natalie Imbruglia and Holly Valance. At the bottom of the top ten linger disappointing Antipodean showmen Jason Donovan and Craig McLachlan, whose careers in singing and acting have left them languishing 103% and 171% behind Dale respectively.

"You would be forgiven for imagining that ex-Neighbours stars like Kylie Minogue and Natalie Imbruglia would have outsold a cult series actor like Alan Dale," commented Rakhi Parekh, Head of Media at Amazon.co.uk, "But it seems that when it comes to sales, it's success in American cult TV series that really makes the difference."

"As for those at the bottom of the table, it just goes to show that releasing albums and appearing in TV series' merely on the back of soap success simply will not cut it", added Rakhi.

1. Alan Dale – Jim Robinson 2. Kylie Minogue – Charlene Robinson 3. Jesse Spencer – Billy Kennedy 4. Radha Mitchell - Catherine O'Brien 5. Natalie Imbruglia – Beth Willis 6. Guy Pearce – Mike Young 7. Holly Valance – Felicity Scully 8. Delta Goodrem – Nina Tucker 9. Jason Donovan – Scott Robinson 10. Craig McLachlan – Henry Ramsay

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

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