



The Successor: TV Talent Show Starring Uri Geller To Be Broadcast in Germany on ProSieben

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■ Format distributed by SevenOne International

Munich, June 25, 2007. The TV talent show "The Successor" which caused a sensation in Israel, is now on its way to Germany. Premiering 2008 ProSieben will air the format featuring Uri Geller as he searches for the country's next great mystifyer. During the live show Geller also tests the intuitive abilities of home audiences giving viewers an opportunity to participate and experience first hand the effects of the extraordinary performances demonstrated in the show.

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"The Successor" was the most successful launch in Israeli television history, achieving an average share of 50 percent (among all households) on Keshet, Channel 2. The Show was developed by Keshet Broadcasting, local production company Kuperman Productions and Uri Geller. Keshet Formats has assigned the distribution of the format to SevenOne International, ProSiebenSat.1's programming marketer. In the US Keshet Formats is represented by Endeavor talent agency.

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Jens Richter, Managing Director of SevenOne International, commented: "The Successor' has the potential to be an international hit show. The format combines all elements that make for excellent family entertainment: It's exciting, innovative and covers a wide range of emotions."

Press release online:
www.sevenoneinternational.com

Eva Madjiboj, VP Business Development of Keshet Broadcasting adds: "When developing a new format for our channel we always consider its international potential. This has proven itself in the past with our other formats, but with "The Successor" we strongly believed the format would appeal to many other territories especially as Uri is such a controversial and fascinating figure, renowned worldwide."

Andreas Bartl, Managing Director of ProSieben: "Uri Geller has a very captivating personality. He succeeds in fascinating audiences like no



other. I am glad that after his huge success in Israel, he will now be searching for his successor on ProSieben.”

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Uri Geller emphasizes: “I am absolutely overjoyed that after my home country Israel, Germany was the first country to acquire the Successor. This is going to be a fascinating, amazing and entertaining series. I am going to be very proud to find the new German Uri Geller.”

The concept

Uri Geller, the world's most celebrated mentalist has been mystifying audiences for decades with his spoon-bending, clock-stopping and telepathic performances. Now, he is seeking a protégé in a live talent show. Hosted by a well-known TV personality, the studio-based competition sees several hopefuls compete in a variety of mind-bending, riveting and mesmerising acts to prove to Geller they have what it takes to be his successor. Each week contestants are challenged to demonstrate their mystifying entertainment skills on celebrity guests and the studio audience. In search of talent, charisma, showmanship and stage presence, Geller judges the performances, however, the ultimate decision is left to the viewers at home. Each week they vote for the most riveting performer. Only three will make it to the final, and only one will have a shot at fame and fortune as the anointed successor.

About Keshet Formats: Keshet Formats is the international sales arm of Keshet Broadcasting Ltd. Leveraging its unique ability to provide proven concepts, tried and tested on air on Keshet channels, Keshet Formats is committed to offering high quality TV formats, bundled with digital media offerings, that appeal to audiences worldwide.

About Kuperman Productions: Established in 2002, Kuperman Productions is one of Israel's leading production companies. The company has produced many of the top-rated shows in Israel in recent years, specializing in the reality-documentary genre.

About SevenOne International

SevenOne International is the worldwide programming distribution company of the ProSiebenSat.1 Group. Headed by Jens Richter,



SevenOne International markets productions from Sat.1, ProSieben, kabel eins and N24 worldwide. It also acts as a service provider for third parties. SevenOne International offers an extensive portfolio of fiction of all genres, magazines and entertainment formats.