



SevenOne International: Family Entertainment Show “Battleship” Starts on Sunday in Turkey

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Munich, June 26, 2008. Turkish celebrities are now also preparing for TV’s largest water battle. On June 29, 2008, the successful family entertainment show “Battleship” (original creator: Grundy Light Entertainment) is scheduled to air live from Antalya prime time on Show TV, Turkey’s most successful commercial channel. Ten episodes of the celebrity-packed live event will run weekly on Sundays at 9 p.m. SevenOne International, the ProSiebenSat.1 Group’s programming sales company, licensed the rights for local production of the show to the television channel.

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In Turkey, the show will run under the title “Amiral Batti” and will be presented by the moderator duo Behzat Uygur and Süheyl Uygur. In addition to the candidates from the TV show “Deal or No Deal,” the teen girl band MP3 as well as pop singer Izel will be on board as celebrity contenders. Two popular TV journalists, Mesud Yar and Saba Tümer, will be team captains.

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Jens Richter, Managing Director of SevenOne International, commented: “‘Battleship’ is great TV fun for the whole family. The game has been an absolute classic for generations and now also delights a wide audience in a television format. The classic board game has been turned into a modern TV show with a major entertainment component.”

Press release online:
www.sevenoneinternational.com

Battleship

No celebrity stays dry on the entertainment show “**Battleship**”. Like the legendary board game, two teams challenge one another on the TV show – but in real ships and gigantic pools. But here it’s not just about sinking your opponent’s ship. In addition to ships and water, there are minefields in the coordinate systems. If the captains hit a minefield, some of their players have to perform a fun task as punishment.



SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the pan-European media corporations, which owns 26 free TV channels and 24 pay TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and miniseries, as well as magazine shows and light entertainment formats. It also markets and co-finances programming made by third-party providers. It is headquartered in the Munich suburb of Unterföhring, and managed by Jens Richter.

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