



SevenOne International to distribute formats co-produced by The Gurin Company and RedSeven Entertainment

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Unterföhring, June 24th, 2009. The ProSiebenSat.1 Group with its production company RedSeven Entertainment and its distribution company SevenOne International signed a two year co-production deal with The Gurin Company, USA. Both production companies will develop concepts and produce shows of the genre variety, light entertainment, reality- and docu soaps for the German speaking European territories as well as for the US, Canada and the UK. SevenOne International will exclusively handle the distribution.

Michael Schmidt, Senior Vice President Entertainment German Free TV at ProSiebenSat.1 Group, responsible for the deal: "This cooperation is a very important part of our strategy and will supply our channels with original content from international independent producers. I'm very happy that we could win over Phil Gurin for the creative cooperation with our group."

The Gurin Company just celebrated its 10th anniversary. It has become one of the industry's most versatile and successful fully-intergrated full-service production companies and a brand synonymous with high quality series and specials around the world, for e.g. "Do you trust me" "Singing Bee", "First&Last", "Miss Teen USA", and the live finale of the "Miss Universe" competition.

"It's the mission and passion of my company to create world-centric programming that spans generations and borders," said Phil Gurin, president of The Gurin Company. "Partnering with RedSeven Entertainment allows us to produce compelling and entertaining content that will resonate with German-speaking audiences and beyond."

Press Contact:

Petra Fink

German Free TV Holding GmbH

Gutenbergstraße 3a

D-85774 Unterföhring

Tel. +49 [89] 95 07-1176

Petra.Fink@prosiebensat1.com

Isabelle Fedyk

SevenOne International

Medienallee 7

D-85774 Unterföhring

Tel. +49 [89] 95 07-2322

Fax +49 [89] 95 07-92322

E-mail:

Isabelle.Fedyk@71int.com

Press release online:

www.sevenoneinternational.com



RedSeven Entertainment GmbH produces entertainment shows for the pan-European ProSiebenSat.1 Group, for e.g. "Austria's next Topmodel", "Die Model-WG" and "Mascerade". In addition the company supports talents in cooperation with the channels. Furthermore the company focuses on the production of cross content shows like "Broken Comedy" for Web and TV.

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Jobst Benthues, Managing Director RedSeven Entertainment: "The cooperation with The Gurin Company is a very important step for our company across the pan-European boarder. With Phil Gurin's help we will build up a highly creative content pipeline between Europe and North America."