



## SevenOne International Secures Rights to Belgian TV Hit “BENIDORM BASTARDS”

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**Munich, April 12, 2010.** SevenOne International has secured distribution rights to Belgium’s new show “BENIDORM BASTARDS” (produced by SHELTER). The edgy hidden camera show stars seven old men and women who make fun of the younger generation. Premiering on March 25<sup>th</sup> on Belgian channel 2BE, “BENIDORM BASTARDS” gained a market share of 23.6 percent (viewers 15-44) and outperformed the channel’s average by 284 percent. Airing weekly on Thursdays at 10.35 pm, the show hit national headlines instantly.

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Jens Richter, Managing Director SevenOne International: “BENIDORM BASTARDS’ is a candid, guerilla-style show that has caused a major media hype in Belgium since its premiere three weeks ago. Who would have thought that this bunch of seven grey-haired retirees provides such excellent and hilarious TV programming especially for the young audiences. Playing with the alleged generational gap, this format is a joy to watch!”

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### “BENIDORM BASTARDS”

“BENIDORM BASTARDS” (produced by SHELTER) stars seven elderly men and women who leave younger generations dumbstruck with their unexpected and plainly outspoken behaviour. Giving rap and hip hop their best shot during a performance in a subway station, they have the next generation baffled. Leaving the youth shocked by their stories of wild parties, great sex or their new maxi-size underwear they have just bought, the “BENIDORM BASTARDS” stumble from one hilarious scene to the next. Captured on hidden camera, it is the older generations playing tricks on the youngsters, for a change.

Press release online:  
[www.sevenoneinternational.com](http://www.sevenoneinternational.com)

### SevenOne International

SevenOne International is the worldwide programming sales company of the ProSiebenSat.1 Group, the second-largest broadcasting group in Europe, reaching more than 78 million TV households. Apart from its core business free TV, the Group is also active in a number of related industries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and mini-series, as



well as magazine shows and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company's headquarters is located in Unterföhring, near Munich. The Managing Director is Jens Richter.

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