



## New TV Show “Funny Farm” to Be Broadcast on ProSieben / Format Distributed by SevenOne International

Page 1

**Munich, April 7, 2010.** “Funny Farm” is on its way to Germany! The new entertainment show, a co-production between The Gurin Company and Redseven Entertainment, will be airing on German TV channel ProSieben. The show is distributed worldwide by SevenOne International. In the U.S., Canada and the UK, the show is sold by The Gurin Company.

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### “Funny Farm”

“Funny Farm” (produced by The Gurin Company and Redseven Entertainment) is an outrageous, fast-paced elimination competition that takes ten city slickers and drops them in the middle of a series of crazy farm-inspired challenges. Leaving their slick urban life behind, the competitors will have to endure an obstacle course with a row of farm-inspired action challenges – from shearing sheep and milking cows to rescuing roosters from the dung heap. After each round, the candidate with the worst performance has to leave the farm. In the end, only one contestant will prove to be the king of the countryside and win the cash – and the glory.

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Jens Richter, Managing Director SevenOne International: “Working with The Gurin Company and Redseven Entertainment is proving to be a creative and fruitful cooperation. With ‘Funny Farm’, we have joined forces and developed a true entertainment highlight with international appeal – the first of many new shows which are developed within the Red Arrow Entertainment Group.”

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

Jobst Benthues, Managing Director Redseven Entertainment: “The collaboration between The Gurin Company and Redseven Entertainment arose in the context of our transatlantic development pipeline. ‘Funny Farm’ is a new, spectacular and entertaining action format which is perfectly in line with current format trends.”

Phil Gurin, President The Gurin Company: “We are very excited about our creative collaboration with ProSieben and Redseven. Funny Farm



is a terrific new format that should work for territories all over the world, and the production model will make it attractive for broadcasters and producers everywhere to join us for this large scale comedy reality competition. Most important of all, it is only the first of many new formats we have developed together, all designed for the international television market.“

Page 2 of 2

### **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.

### **Redseven Entertainment**

Redseven Entertainment creates entertainment formats and produces moving, high-value quality television in the show, comedy, clip-show and docutainment sectors. In addition, the production firm creates moving picture content for the group's Internet portal, with extensions into TV. Redseven Entertainment is part of the Red Arrow Entertainment Group GmbH (a ProSiebenSat1 Group company) and has its headquarters in Unterföhring, near Munich. The Managing Director is Jobst Benthues.

### **The Gurin Company**

The Gurin Company is a globally focused, full-service independent production company that produces, develops and distributes television properties with worldwide appeal. A brand synonymous with quality series and specials, The Gurin Company's current projects include "Miss Universe," "Singing Bee," "The Hand (La Main)" (France) and the upcoming "Funny Farm" (Germany) and "Get Up and Dance." The Gurin Company enjoys relationships with top Hollywood talent as well as distributors and broadcasters around the world.