



SevenOne International signs new deal with Granada Australia

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Munich/Sydney, September 6, 2010. SevenOne International has signed a significant agreement with Granada Australia. The TV producer will represent all program format rights in a co-production partnership with SevenOne International in Australia and New Zealand.

The representation of SevenOne International's diverse format slate and potential co-productions is an important development for Granada as they continue to expand operations in Australia. The dynamic team at SevenOne International has a strong commitment to developing their world-wide partnerships.

Jens Richter, Managing Director, SevenOne International, commented "We are delighted to be announcing this major deal with Granada and look forward to a successful partnership in these territories. Our aim to create new opportunities with a slate of programs is part of SevenOne International's current global strategy."

Leonie Lowe, Managing Director, Granada Australia, said today, "We will be working closely with SevenOne International to co-produce shows together for the local market. A great number of their formats offer exciting line-ups that have stand-out potential. They are a dominant world-wide operation with an innovative catalogue of TV shows."

Granada Australia

Granada is a fully owned subsidiary of ITV plc and is a leading television producer of programming across all genres for Australian television, as well as international markets. In recent years, Granada has produced seven series of the award winning hit entertainment series *Dancing with the Stars*; six series of the highest rating locally produced cable series *Australia's Next Top Model*; two series of the popular *Come Dine With Me Australia* reality series; and boxing's best showcase, *The Contender*. The hit comedy game show, *Talkin' 'Bout Your Generation* is owned, developed and created by Granada Australia and in 2009 secured Network TEN top ratings results and

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popular audience appeal. In addition, the company has produced content for the international market notably *I'm a Celebrity Get Me Out Of Here* for ITV and RTL Germany; and *World Comedy Tour* for Comedy Central USA and Paramount UK.

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For more information about Granada Australia, visit:
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SevenOne International

SevenOne International is the worldwide programming distribution house of ProSiebenSat.1 Media's Red Arrow Entertainment Group. Red Arrow combines a dynamic and growing group of international television production companies with powerful creative partnerships, alongside SevenOne International. ProSiebenSat.1 Media is the second-largest broadcasting group in Europe, reaching more than 78 million TV households. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and mini-series, as well as magazines show and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company's headquarters is located in Munich.

For more information about SevenOne International, visit:
www.sevenoneinternational.com

For more information about Red Arrow Entertainment Group, visit:
www.redarrow.tv

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www.prosiebensat1.com