
Press Release



SevenOne International sells “My Man Can” to Lithuania

Munich, December 1, 2011. SevenOne International sold the game show “My Man Can” to LNK TV, one of Lithuania’s biggest commercial broadcasters. LNK will premiere “Mano Vyras Gali”, a direct translation of the original title, in January 2012.

Shakira Hoffmann, Sales Manager CEE at SevenOne International: “In ‘My Man Can,’ the women are in charge and guys who think of themselves as the lords of creation have to show what they’re really made of. Many couples only really get to know each other on the show. Now LNK audiences will find out whether Lithuanian men can keep their significant others’ promises.”

Indre Zelbaite-Ciesiuniene Creative Director of LNK TV comments: “We are excited to have this internationally acclaimed and extremely positive and funny show on our new schedule starting in January 2012. This will be great a company to the slate of our premium weekend entertainment shows.”

About My Man Can

In “My Man Can” (produced by Redseven Entertainment) four women gamble with the abilities of their partners – and put the men’s courage and skills to the test. While the women sit at a gambling table betting their man’s abilities to accomplish certain task, the men wait helplessly in a soundproof cubicle. If the woman claims “My Man Can” eat 20 chilli peppers, he has to do so. If he performs the task, she wins the jackpot.

“My Man Can” has already been sold to many countries, including China, Belgium, Netherlands, Denmark, Italy, South Korea and France.

About LNK

LNK is a local terrestrial broadcaster operating 4 national TV stations and taking 20% of the Lithuanian market share. LNK TV is the group’s largest channel, launched in 1995 and reaching more than 1.15 million households (98,6%).

About SevenOne International

SevenOne International is the worldwide programming sales company of Red Arrow Entertainment Group, a ProSiebenSat.1 Group company.

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ProSiebenSat.1 is the second-largest broadcasting group in Europe, reaching more than 67 million TV households. 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 is headquartered in Unterföhring, just outside of Munich.