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## Press Release

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### SevenOne International sells “Mama’s Big Cook-Off” to Turkey

**Munich, December 13, 2011.** SevenOne International sold the production rights to the refreshing culinary game show “Mama’s Big Cook-Off” to GiFT productions in Turkey.

Bodo Braun, Sales Director German-speaking countries and Turkey says “Mama’s Big Cook-Off” is an exciting new cooking show with a fantastic twist: proud sons showcasing the best cooks in the world – their mothers! We are delighted to have found a strong partner in GiFT Productions. And Turkish viewers will without a doubt be astonished by the culinary skills their country has to offer!”

Gokhan Mutlay co-founder of GiFT Productions comments “Adam and Eve had an ideal marriage as she didn’t have to hear about the way his mother cooked. Like in any other Mediterranean country, a mothers cooking plays a prominent role in Turkish men’s heart.” “Our drama background will help us reveal the stories of sincere and warm relationships between mothers and sons and turn the show into a success” added Fatih Cesur co-founder of GiFT Productions.

#### Mama’s Big Cook-Off

“The way to a man’s heart is through his stomach”. This culinary game show, created by the RedArrow Group, combines the nostalgic feel of home cooking and a thrilling competition element. Two mothers compete against each other in cooking their son’s favourite meal. And in the end it’s the sons who decide in a blind tasting session, which mom prepared the better dish. The winning recipe is published in the “Mama’s Big Cook-Off” cookbook which also includes her photo and her personal story.

#### GiFT Productions

GiFT Productions is a newly established Format Production Company in partnership with TIMS Productions, which produces hit drama series and feature films.

#### SevenOne International

SevenOne International is the worldwide programming sales company of Red Arrow Entertainment Group, a ProSiebenSat.1 Group company. ProSiebenSat.1 is the second-largest broadcasting group in Europe,

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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 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.