
Press Release



SevenOne International's "You Deserve It" Launches in the Top 3 of New Shows in the US

Munich, November 28, 2011. SevenOne International's "You Deserve It" premier episode grabbed a top 3 spot on the list of new US shows last week, beating, amongst others, FOX's "X-Factor". Debuting on Monday in prime-time on ABC with an overall share of 9%, "You Deserve It" easily beat FOX's "House" and NBC's "The Sing Off".

Caroline Kusser, Director North America of SevenOne International: "You Deserve It" is an emotional rollercoaster which perfectly fits the mood of the times. It really touches the audience on and off air. The premier was number 1 on Twitter and ABC received more than 15.000 applications from would-be contestants. They even had to re-boot their servers!"

"You Deserve It" was created by Dick de Rijk ("Deal Or No Deal") in partnership with Red Arrow Entertainment Group, a ProSiebenSat.1 Group company with a leading portfolio of international production companies, creative partners and global formats. "You Deserve It" has already been sold to more than 20 territories.

You Deserve It

The first game show where a contestant plays for someone else – someone who deserves it. Through several rounds of exhilarating quiz-play, contestants can win a fortune and change the life of one special person. And the best part of all is that the deserving person has no idea any of this is going on! Each show culminates with a hidden camera team handing over a check in an emotional and eye-watering finale.

About Red Arrow Entertainment Group

Launched in January 2010 as a ProSiebenSat.1 Group company, Red Arrow combines a dynamic and growing group of 13 TV production companies spanning 8 countries, with powerful creative partnerships, including Dick de Rijk ("You Deserve It"; "Deal or No Deal") and Genetic Entertainment ("Home Sweet Hotel"; "Don't Panic"), and a leading program distribution house with SevenOne International.

Contact:
Stefanie Prinz
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-1199
Fax +49 [89] 95 07-91199
Email:
Stefanie.Prinz@ProSiebenSat1.com

Isabelle Fedyk
SevenOne International
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-2322
Fax +49 [89] 95 07-92322
Email:
Isabelle.Fedyk
@SevenOneInternational.com

Press release online:
www.sevenoneinternational.com



About SevenOne International

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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, 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.