

Press Release



SevenOne International: "Beat your Host!" to Debut in Sweden on September 9, 2008

Page 1

Munich, August 21, 2008. The hit ProSieben event game show "Beat your Host!" (producer: Raab TV/BRAINPOOL) will now bring great entertainment to Sweden. The Swedish adaptation will premiere on September 9, 2008 under the title "Vem kan slå Filip och Fredrik" on Kanal 5. "Vem kan slå Filip och Fredrik" is the big season opener for Kanal 5's 2008/2009 TV season and will air an one hour prime-time show every Tuesday, Wednesday and Thursday for three weeks in a row.

Press contact:
Stefanie Prinz
ProSiebenSat.1 Media AG
Medienallee 7
D-85774 Unterföhring
Phone +49 (89) 95 07-1199
Fax +49 (89) 95 07-91199
email:
Stefanie.Prinz@ProSiebenSat1.com

Kanal 5 could win over Ingvar Oldsberg as presenter. He regularly hosts big Swedish TV shows, and is a legendary and extremely popular host for game shows and sports. "Vem kan slå Filip och Fredrik" will be his first time moderating a program for a private television broadcaster. Kanal 5 will start with two challengers: Comedians Filip and Fredrik will appear as a team and will alternately compete against a contestant from the audience. The pair already host a successful show on Kanal 5 ("100 höjdare") and have earned a cult status in Sweden primarily due to their offbeat humor. SevenOne International, the programming marketer of ProSiebenSat.1 Group, distributes "Beat your Host!" worldwide.

Contact:
Isabelle Fedyk
SevenOne International GmbH
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

Said Jens Richter, Managing Director of SevenOne International: "We are extremely excited that "Beat your Host!" will now be the season opener for Kanal 5. Filip and Fredrik are ideal challengers for the show. Persistence and cleverness combined with humor and a quick wit are the key elements in the show. These two have it all. The combination of their will to win and the show's powerful concept fulfill all the criteria for making "Vem kan slå Filip och Fredrik" a great hit in Sweden".

Said Lars Beckung, Managing Director of Kanal 5: "„Beat your Host!" is a perfect mixture of good entertainment, eagerness and comedy. Filip and Fredrik have a similar popularity and cult status in Sweden like Stefan Raab has in Germany. The two already present shows on Kanal 5 for many years. We are very delighted to have them now with a really big entertainment show on air."



SevenOne International has sold “Beat your Host!” (Producer: Raab TV/BRAINPOOL) for broadcast in twelve countries so far, including the UK, the Netherlands and Denmark.

Page 2 of 2

Beat your Host!

Something new under the sun – the audience vs. the host: on “Beat your Host!,” an audience contestant duels the star for breathtaking amounts of money. The minimum prize on the German show is EUR 500,000. If the host wins, the prize money goes into the jackpot. A challenger who wins takes home all the cash. Victory in the competition depends on number of factors in several areas – skills, sports, knowledge, daring, and not least of all, sheer luck.

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest European media corporations, which owns 26 free TV channels and 24 pay TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and miniseries, as well as magazine shows and light entertainment concepts. It also markets and co-finances programming made by third-party providers. It is headquartered in the Munich suburb of Unterföhring, and managed by Jens Richter.