



SevenOne International sells ProSieben's "Beat your Host!" to Warner Bros. in the U.S.

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Munich, April 18, 2007. SevenOne International, ProSiebenSat.1 Media AG's worldwide programming distribution company, has sold the U.S. format rights to ProSieben's game show format "Beat your Host!" to paraMedia inc. to produce through Warner Horizon Television, the arm of the Warner Bros. Television Group responsible for primetime reality programming. The deal was brokered by icm. "Beat your Host!", created and produced by Raab TV and BRAINPOOL, is the most successful TV show debut in Germany from the last three years, with audience shares as high as 30 percent (ages 14-49). For the first time in TV history, a host competes against his guests in games of athleticism, intelligence, and chance.

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

Says Jens Richter, Managing Director of SevenOne International: "We are thrilled to witness the enthusiastic response to this game show from the global key territories. Having sold the format to the UK in March, we are looking forward to having it on air in the U.S as well. In Paramedia's Jim Paratore, we have found the ideal production partner."

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

Says Jim Paratore: "The success of 'Beat your Host!' in Germany proves that the format works. We're excited to be in business with SevenOne International and look forward to working with them to create another success in the US."

Press release online:
www.sevenoneinternational.com

"Beat your Host!"

If you want to beat the host on "Beat your Host!" you will need skill, strength, knowledge, guts – and luck. Contestants experience the thrill of victory and the agony of defeat in an extremely wide bandwidth of competitions, ranging from pole vaulting to geography tests to spreading soft cheese on a sandwich. If the contestant wins, there's a cash prize. If the contestant loses, the prize goes into the jackpot for the next show, with a new contestant.

SevenOne International

SevenOne International is the worldwide programming marketing company of the ProSiebenSat.1 Group. Headed by Jens Richter, the



company markets productions from Sat.1, ProSieben, kabel eins and N24 in international markets. It also acts as a service provider for third parties. SevenOne International offers an extensive portfolio of fiction of all genres, magazines and entertainment formats.

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paraMedia inc.:

paraMedia inc. is an independent production company that is focused on reality production. Jim Paratore, President of paraMedia, formerly ran Telepictures Productions where he oversaw the production of "The Bachelor" as well as syndicated shows like "The Ellen DeGeneres Show", "The Rosie O'Donnell Show", "extra", "Streets Smarts", and "elimi-Date". paraMedia inc. is also launching a new entertainment magazine show this fall based on the successful web site TMZ.com