

## NETWORK TEN ANNOUNCES *CELEBRITY MASTERCHEF* SPONSORS

31 August 2009

Network Ten today announced that five sponsors have signed on for the upcoming season of *Celebrity MasterChef*. They are Harvey Norman, McDonald's, Coles, Jalna and Chris' Dips.

TEN's chief network sales officer, Vance Lothringer, said: "*MasterChef Australia* has been the undeniable hit of 2009, so it's no surprise that there's been a lot of interest in *Celebrity MasterChef*."

Sponsors will leverage their association with the *MasterChef* brand through tailored on-air and online elements:

- **Harvey Norman** joins the *MasterChef* franchise as the show's principal electrical retail sponsor in its first fully integrated sponsorship of a major TEN program franchise. Harvey Norman's sponsorship includes tailored TV commercials and billboards, in-show play-outs featuring kitchen tips and exclusive website content.
- **McDonald's** joins *Celebrity MasterChef* as a principal sponsor. *Celebrity MasterChef* will provide McDonald's with a valuable platform to launch a new menu item and drive awareness of Ronald McDonald House Charities. The sponsorship covers TV commercials and in-show play-out segments.
- **Coles** extends its successful association with the *MasterChef* franchise through an on-air and online sponsorship of *Celebrity MasterChef*, as well as a principal sponsorship of the 2010 *MasterChef Australia* season. Coles will leverage its sponsorship by stocking the *Celebrity MasterChef* pantry with fresh produce, groceries and bakery items, an in-show meal challenge, play-out and play-in segments between ad breaks and branded website content including recipes.
- First-time sponsor, **Jalna** will promote its yoghurt product range during *Celebrity MasterChef* advertising breaks.
- **Chris' Dips** joins *Celebrity MasterChef* as a website sponsor, focusing its advertising campaign exclusively within the online space.

Harvey Norman's Executive Director and General Manager, Electrical, David Ackery, said: "Harvey Norman is excited that one of Australia's best loved household brands is joining Australia's favourite new television franchise. This is an exceptional opportunity for our brand."

As with all key program franchises, online integration is a key element of TEN's viewer and client offering. The *Celebrity MasterChef* website will launch on 21<sup>st</sup> September, offering a range of expanded content including:

- full-length catch-up TV episodes where fans can re-live their favourite *Celebrity MasterChef* moments and judges' comments
- celebrity contestant interviews
- contestant profiles, fan forums and a fan message section; and
- recipes, including celebrity contestants' signature dishes.

Network Ten's Mr Lothringer concluded: "The *MasterChef* franchise is an incredibly valuable property for advertisers because the show engages viewers and delivers strong audiences in the key demographics."

The first season of *MasterChef Australia* delivered large audiences for TEN, with Sunday's challenge and the Monday to Friday daily show commanding a broad viewing audience. Across the season the challenge show drew an average audience of 1.74 million viewers, while the daily show drew an average audience of 1.53 million viewers.

The *MasterChef Australia* website also delivered an outstanding digital experience for the show's millions of fans, attracting an average of 233,000 unique visitors each week, as well as 36 million page views and 9 million video views across the season.

Official website: [www.masterchef.com.au](http://www.masterchef.com.au)

**For more information, please contact:**

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**Please note:** Any reference to or reporting of ratings data in this release must be sourced OzTAM. *MasterChef Australia* season ran from Monday of Week 18, 2009 – Sunday Week 30, 2009.