

SPONSORS WEIGH IN FOR THE BIGGEST LOSER IN 2010

30 January 2009

Network Ten today announced sponsors of the 2010 season of *The Biggest Loser: Couples*.

Network Ten national sales manager Kylie Rogers said: "The number and calibre of sponsors again joining forces with *The Biggest Loser* attests to the strength of this much-loved and successful franchise."

"The broad and enduring appeal of *Loser* to our audience means it provides a highly valuable platform for advertisers seeking to align brand messages with the positive and healthy attributes of the program. Our capacity to deliver seamless integrated sponsorship campaigns across both broadcast and digital formats means advertisers can forge meaningful brand association with *The Biggest Loser* on a 24/7 basis throughout the season," Ms Rogers said.

Sponsors for *The Biggest Loser: Couples* in 2010 include:

- This is the third year as series sponsor for **Bürgen**[®]. Trainers Shannan and Michelle will again be ambassadors for the brand, appearing in all on-air commercials. Bürgen's key health messages will be integrated into the show, with a particular focus on the 'Masterclass' program airing on Friday nights.
- **Flora Pro-Activ** joins the *Loser* camp with a multi-faceted campaign for the cholesterol-lowering product. With a focus on educating Australians about cholesterol – and how to manage it – Flora Pro-Activ will feature in discussions during the Friday 'Masterclass' programs. Flora Pro-Activ's association with *Loser* will be further entrenched online, notably with the creation of a 'Heart Health' section on the website, with bespoke online-only video, as well as through branding of the 'Ask an Expert' feature of the site. The sponsorship will be supported by an extensive online media schedule.
- **Vodafone** will further extend *The Biggest Loser* experience across the 'three-screens' of broadcast, online and mobile. Through Vodafone's sponsorship, *The Biggest Loser* contestants will be introduced to top Australian sports stars in training sessions, creating the backdrop to a major consumer promotion during the season. Vodafone will also present a number of branded sections on the *Loser* website, including video diaries, contestant blogs and a segment of the show's online photo gallery. 'Catch-up' TV will also be made available via the mobile platform with full *Loser* episodes, along with unique sneak previews created specially for mobile.
- This is Pharmicare's second year with the series, following a successful involvement for the **FatBlaster** brand last year. Key brands **FatBlaster**, **FatMagnet** and **Super Nutrients** will feature throughout this year's series in commercials and billboards.

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- National Foods' first year of involvement with *The Biggest Loser* brings an association with the **Yoplait formé** range of products. Educating viewers on healthy snacking will be the focus of the campaign. As well as on-set use of the product, an extensive online campaign will highlight the benefits of Yoplait formé as part of a balanced and nutritious diet. The brand will also be aligned with other healthy living content across the website.
- Through association with *The Biggest Loser*, **Pedigree** will highlight the health and nutrition needs of dogs, as well as the health benefits of being a pet owner. The online campaign for Pedigree Light & Mature will provide dog owners with training tips and health information for their pet, while encouraging website users to get out training with their dog.
- Primary digital sponsor is **Aeroplane Jelly**, returning to *The Biggest Loser* for the third consecutive year. Along with high profile branding throughout the website, Aeroplane Jelly will sponsor three key features of the *Loser* site: 'The Interactive Weight Loss Challenge' where fans can pursue their own weight loss goals alongside the contestants, 'Before and After Gallery' showcasing fans' weight loss successes, and product sampling of the new Aeroplane Jelly Lite exclusively to users of the *Loser* website.

The Biggest Loser: Couples premieres on TEN on Sunday, 31 January at 6.30 pm.

For more information, please contact:

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