

15 February 2011

MasterChef AUSTRALIA

TEN & SHINE STRIKE MASTERCHEF DEAL

Network Ten and Shine Australia today announced a multi-year and multi-platform agreement for *MasterChef Australia* and associated extensions, which will see the country's most successful television franchise remain at home on TEN from 2012 and beyond.

Ten Network Holdings Limited CEO Grant Blackley said: "*MasterChef Australia* has not only won the hearts of our audience, it has inspired a nation. The Network has also consistently delivered an enormously successful result for advertisers. We are delighted that *MasterChef* will continue its successful run on TEN for many years ahead."

"The '*MasterChef* effect' is equally apparent in our digital media extensions: it's also been a huge success online and on mobile, both for catch-up and for Australia's millions of dedicated *MasterChef* fans who relish the chance to deepen their involvement with the show," Mr Blackley said.

"This agreement with Shine Australia represents the commencement of an exciting new era in the relationship between Network Ten and Shine, as we seek to most effectively realise the full potential inherent in our content rights across multiple platforms including, but not limited to, broadcast, online, mobile and IPTV," he said.

Network Ten Chief Programming Officer David Mott said: "We have established a strong and effective working relationship with Shine Australia, most recently with *Junior MasterChef* and *The Biggest Loser*, and coming later in the year the brand new Australian format *The Renovators*."

"We are especially thrilled to continue this fruitful association by bringing exciting new seasons of *MasterChef Australia* to its large and loyal audience from 2012 and beyond," he said.

Elisabeth Murdoch, Chairman and CEO Shine Group, said: "We are delighted to formalise a long-term deal for *MasterChef Australia* with our partners at Network Ten. The show continues to beat even its own remarkable ratings records, and its unprecedented impact is felt not only in Australia but around the world. We look forward to building on this success with Network Ten over the upcoming years across a variety of platforms."

Shine Australia CEO, Mark Fennessy, said: "*MasterChef Australia* is a truly unique piece of television with universal appeal for all Australians. We started this journey with Network Ten three years ago and we're delighted its future is secure for the longer term. We look forward to many new adventures and even greater success with this extraordinary brand."

Last year 4 million people tuned in to watch the finale of *MasterChef Australia*, which boasted a season average of 1.9 million viewers and today's agreement will see this partnership extend the show on TEN for a minimum three years, effective from 2012.

Source: OzTAM 2010 Wks 18-31, 5 City Metro, Consolidated.

2010 finale: *MasterChef Australia - The Winner Announced*; 2010 season average: Daily show (Mon-Thu) and Sunday Challenge shows.

– Ends –

For further information please contact:

Jo'an Papadopoulos
Network Head of Publicity
T: 02 9650 1325 / 0408 414 371
E: jpapdop@networkten.com.au

Bronwen Hodgson
SBPR on behalf of Shine Australia
T: 02 9555 2285/ 0407 553 370
E: bronwen@sbpr.com.au