

## TEN DECLARES A FULL HOUSE FOR THE RENOVATORS *New Series Attracts Eight Principal Sponsors*

30 June 2011

Network Ten is pleased to announce a full line-up of top-tier sponsors for the first season of its new 'big event' TV series, *The Renovators*.

Eight sponsors have taken out integrated sponsorship packages spanning the show's broadcast and on-line formats including Bunnings Warehouse, LG Electronics, Taubmans, Freedom, Ford Australia, Commonwealth Bank, KFC and Yellow Pages. A ninth sponsor will be announced in coming weeks.

Network Ten's national sales manager, Kylie Rogers said: "In terms of advertiser interest, *The Renovators* is in a class of its own. Never before has a brand new TEN format generated such a buzz with clients and agencies. The sheer number of clients looking to showcase their brands through *The Renovators* is simply unprecedented."

"TEN is delighted by the calibre of brands that have taken an enormous leap of faith to support this show in its very first season anywhere in the world. The extraordinary level of interest generated by *The Renovators* reflects TEN's well-deserved reputation for producing engaging integration campaigns that advertisers want to be a part of," Ms Rogers said.

"TEN's sponsors understand the value of getting involved at every level of a show like *The Renovators*. Our capacity to deliver creative integration opportunities ensures that sponsors' brands are made accessible to viewers through a range of memorable and effective campaigns," Ms Rogers said.

Principal sponsors will leverage their association with the show through a combination of in-show segments featuring products and services, themed television commercials, tailor-made play-in and play-out segments between commercial breaks, commercial billboards and branded content on the show's official website.

A range of products and services will feature in renovation and decorating segments including:

- Home improvement and outdoor living supplies provided by **Bunnings Warehouse**
- Consumer electronics and white goods supplied by **LG Electronics**
- Superior interior and exterior paint products and all the latest colour inspirations courtesy of **Taubmans**
- Furniture and homewares provided by **Freedom**
- Contestant and production vehicles supplied by **Ford Australia**
- Contestants will make use of **Commonwealth Bank** products and services to help them throughout their renovations

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- **KFC** has partnered with the Network for some great online content and will also provide much sought-after prizing for contestants
- Contestants will source local home improvement experts using **Yellow Pages** tablet and android Apps; **Yellow Pages** will also support contestants by providing them with tradespeople to assist in their renovations.

Accompanying the broadcast brand, the show's official website will offer a range of extended home renovation content including:

- exclusive behind the scenes video footage and tours of the houses
- 'HOW TO' and 'DIY' videos for home renovators covering home improvements, renovation budgets, painting, decorating and sustainable renovation tips
- full-length catch-up TV episodes, episode highlights and previews
- consumer promotions and competitions
- contestant profiles, video diaries and exit interviews; and
- fan communities and discussion forums.

"The show's website is an important platform for both viewers and advertisers looking to extend their involvement with *The Renovators*. This is so much more than an ordinary TV website – it's a renovation portal packed full of all the latest information and resources for the home renovator," Ms Rogers said.

"The show's official website is both the perfect medium for fans who want to spend more time exploring the show and it's the ideal platform for sponsors looking to extend their involvement with the show beyond the broadcast brand," Ms Rogers concluded.

For more information please contact:

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