



## SevenOne International: “My Man Can” sold to China

Page 1

**Munich, July 28, 2010.** SevenOne International has sold a long-running production order of the weekly game show “My Man Can” (produced by Redseven Entertainment) to a Free-TV broadcaster in China. Last Friday, the second edition reached a market share of 16.2 percent (14-49) on Germany’s SAT.1, peaking at 21 percent. “My Man Can” outperformed the channel average by 66 percent and even topped its strong launch ratings of 14.3% (14-49).

Press contact:  
ProSiebenSat.1 Media AG  
Michael Benn  
Medienallee 7  
D-85774 Unterföhring  
Phone +49 (89) 95 07-1188  
Fax +49 (89) 95 07-91188  
Email:  
Michael.Benn@ProSiebenSat1.com

Yan He, Regional Sales Director, SevenOne International: “My Man Can’ hit it off with German viewers immediately. I am absolutely positive the show will delight Chinese viewers as well, especially as it will be the first game show to test in a fun way how well couples really know each other.”

SevenOne International GmbH  
Isabelle Fedyk  
Medienallee 7  
D-85774 Unterföhring  
Phone +49 (89) 95 07-2322  
Fax +49 (89) 95 07-92322  
Email:  
Isabelle.Fedyk@  
SevenOneInternational.com

### My Man Can

In “My Man Can” (produced by Redseven Entertainment) four women gamble with the abilities their partners possess – and put the men’s courage and skills to the test. Which of these women knows her man best? Which of them will set the stakes too high? If he can keep the promises, she cashes in big time. She sits at a poker table and bets her rivals that her man can accomplish certain tasks. He waits helplessly in a soundproof cubicle, waiting to hear the task his wife has accepted on his behalf. Each of the women is given 100 gambling chips which she uses to bet on her partner’s performance in each round of the game. After the betting it’s time to put your cards on the table. If she has claimed “My Man Can” eat 20 chili peppers, he has to do so. If he performs the task, she wins the jackpot.

Press release online:  
[www.sevenoneinternational.com](http://www.sevenoneinternational.com)

### SevenOne International

SevenOne International is the worldwide programming sales company of the ProSiebenSat.1 Group, the second-largest broadcasting group in Europe, reaching more than 78 million TV households. Apart from its core business free TV, the Group is also active in a number of related industries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and mini-series, as



well as magazine shows and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company's headquarters are located in Unterföhring, near Munich. The Managing Director is Jens Richter.

Page 2 of 2