



SevenOne International: “Beat your Host!” to Debut on TF1 Saturday

Page 1

Munich, November 27, 2008. An exciting contest of skill, sports, knowledge, daring, and sheer luck will pit French star host Benjamin Castaldi against an audience contestant on “Beat your Host!” this Saturday on France’s leading TV station, TF1. At stake in the two-hour prime time event game show, to run under the title “Qui peut battre Benjamin Castaldi?”, is a hefty EUR 100,000 prize. Will the challenger take home the cash – or will Castaldi capture the money, returning it to the jackpot? After up to 13 exciting games, the champion is chosen. Carole Rousseau will host the celebrity-driven show, with support from sports journalist Denis Brogniart.

Press contact:
Stefanie Prinz
ProSiebenSat.1 Media AG
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-1199
Fax +49 [89] 95 07-91199
email:
Stefanie.Prinz@ProSiebenSat1.com

“Beat your Host!” is simply unbeatable when it comes to a successful program format,” said Jens Richter, Managing Director of SevenOne International. “The combination of an innovative show and a star host will definitely be a treat for French viewers this weekend.”

Contact:
SevenOne International:
Isabelle Fedyk
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-2322
Fax +49 [89] 95 07-92322
email:
Isabelle.Fedyk@
SevenOneInternational.com

“Beat your Host!” which features games that involve brains and brawn, has spread like wildfire all over Europe and beyond. SevenOne International, the programming sales company of the ProSiebenSat.1 Group, has sold the show in 13 countries so far, including the Netherlands, Denmark, and China. The original German version of the show, “Schlag den Raab,” (produced by RAABTV/BRAINPOOL) which involves a stunning minimum prize of EUR 500,000, was the most successful TV debut in Germany in more than four years. Its 13 editions have been earning ProSieben average audience shares of 25.5 percent ever since (viewers 14-49).

Press release online:
www.sevenoneinternational.com

This year kicked off with the first season of “Beat the Star!” on ITV1, UK’s leading commercial channel. A second season is ordered for spring 2009. With audience shares of up to 39.5 percent (15-44), the Swedish adaptation “Vem kan slå Filip och Fredrik” was the most successful in-house production of Kanal 5 ever.



SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of Europe's largest media corporations, which owns 26 free TV channels and 24 pay TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and miniseries, as well as magazine shows and light entertainment concepts. It also markets and co-finances programming made by third-party providers. It is headquartered in Munich.

Page 2 of 2