



SevenOne International sells new Israeli format “Love Lab” to Greek station

Page 1

Munich, September 12, 2006. SevenOne International has sold Keshet Formats` new relationship-based format “Love Lab” to a Greek channel. The show will be seen on private TV station Star Channel in Greece. A first set of ten episodes will go into production in October.

“Love Lab”, owned by Keshet and Kuperman Productions, originally aired last spring on Keshet's channel 2, Israel's major commercial channel. Keshet drew an above-average audience share of 19.1 percent (all viewers) with the show. On “Love Lab,” 6 singles move into a loft each week where they are locked away from the rest of the world for 48 hours. As soon as the doors close, the soul-searching explorations begin – all with a single agenda: Why wait years for the love of one's life when it might just be possible to find him or her over a weekend?

Said Jens Richter, Managing Director of SevenOne International: “The Greek sale of ‘Love Lab’ shows that our strategy is on target. The ProSiebenSat.1 stations give us an extremely high-quality portfolio of content to market. Additional attractive programs from third-party providers give us such a broad base that we can offer something appropriate for every market.”

Said Star Channel's managing director Carlos Alkalai: “‘Love Lab’ is original, witty and exciting – it offers everything our viewers want to create a ratings success. No matter whether you've already found the love of your life or not: ‘Love Lab’ sheds a whole new light on love, and makes it fun for everyone.”

Said Keren Shahar, Head of Keshet Formats: “We are very pleased that Star Channel has picked up “Love Lab”, especially since this is the second format of ours which will air on the channel - after “All Together Now”, a musical game show. This new commission boosts our confidence that our well tested, original formats will continue to travel well into the international markets.”

Contact:
Isabelle Fedyk
SevenOne International GmbH
Medienallee 7
D-85774 Unterföhring
Tel. +49 [89] 95 07-2322
Fax +49 [89] 95 07-92322
E-mail:
Isabelle.Fedyk@71international.com

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

Press release online:
www.sevenoneinternational.com



SevenOne International

SevenOne International is the worldwide programming marketing company of the ProSiebenSat.1 Group. Founded in 2004 and headed by Jens Richter, the company markets productions from Sat.1, ProSieben, kabel eins and N24 in international markets, and also acts as a service provider for third parties. SevenOne International offers an extensive portfolio that currently includes some 900 hours of programming. Since April 2006, SevenOne International has also offered complete call TV solutions worldwide from the interactive quiz station 9Live. The target group is TV stations that want to optimize time slots with innovative call TV windows. SevenOne International is headquartered in the Munich suburb of Unterfoehring.

Keshet Formats

Keshet Formats is the international sales arm of Keshet Broadcasting, Israel's leading commercial broadcaster. Committed to producing high quality content to appeal to audiences around the globe, the company's current catalogue includes a wide variety of entertainment shows including: game show, lifestyle, reality and animation formats.