

COLES AND CAMPBELL'S TEAM UP FOR TEN'S FIRST JOINT DIGITAL PROMOTION

3 July 2009

Network Ten today announced Tier 1 *MasterChef Australia* sponsors, Coles and Campbell's, have extended their sponsorship of the hit show, by teaming up for the Network's first-ever joint digital promotion.

From today, fans of the hit series, *MasterChef Australia* will be able to download an unlimited number of Coles discount vouchers for Campbell's Real Stock products through the *MasterChef Australia* website (www.masterchef.com.au). The '\$1 off' discount vouchers are exclusively available through the Campbell's-sponsored recipe section of the site and are redeemable only at Coles supermarkets.

Network Ten's chief digital media officer, Nick Spooner said: "The *MasterChef Australia* site has been extraordinarily popular, with more than 1.3 million unique users visiting the site throughout June.

Masterchef.com.au has achieved enormous traction with viewers looking to extend their *MasterChef* experience, so it was only natural that the show's two biggest sponsors would leap at the opportunity to dove-tail their sponsorships through this hugely popular website," Mr Spooner said.

Since the *MasterChef Australia* site launched on 23 April, viewers have watched more than 5.3 million *MasterChef* video clips and viewed the recipe section more than 5.9 million times. The recipe archive remains the most popular section on the site.

"We've built a site that offers fun and engaging content that viewers love and advertisers like Coles and Campbell's want to be a part of. The joint on-line promotion between two of our key sponsors was made possible by the natural association between Coles supermarkets, which carries Campbell's Real Stock range," Mr Spooner said.

The exclusive discount offer will be available for viewers from Thursday 2 July until Wednesday 8 July 2009.

For more information, please contact:

Gabrielle Crittenden
Network Ten Corporate Communications
T: (02) 9650 1471