

TEN WELCOMES EXPANDED SPONSORSHIP LINE-UP FOR LOSER AND DANCE

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Network Ten today announced an expanded sponsorship line-up for the 2009 seasons of both *The Biggest Loser* and *So You Think You Can Dance Australia*, with a greater number of sponsors than ever before signing up to be part of TEN's unrivalled 'big event' TV franchises.

In a significant development, TEN will offer clients 'three-screen' advertising solutions through TV, online and mobile formats, providing clients with more integration opportunities. TEN is providing *The Biggest Loser* clients with the opportunity to extend their campaigns to mobile audiences via 3 Mobile, while *Dance* clients can extend their campaigns via Optus.

TEN's chief network sales officer, Vance Lothringer, said: "There's been a lot of interest in the lead-up to *The Biggest Loser* and *So You Think You Can Dance Australia* because these shows engage viewers and deliver in key demographics, providing exceptional results for our clients."

In a first for the Network, 12 major partners have taken out integrated sponsorship packages that ensure brands are presented to audiences through a combination of TV, online and mobile formats.

Seven sponsors have come on board for the fourth season of *The Biggest Loser*, with an eighth sponsor to be announced shortly:

- **Burgen Bread** returns as principal sponsor for the second season of *Loser*, offering in-show promotions, including health quiz play-outs featured between segments, sponsored health discussions, consumer promotions involving a chance for viewers to win a day with trainers, Michelle and Shannan, along with Google Maps "My Walks" application.
- **3 Mobile** joins *Loser* for the first time in 2009, sponsoring exclusive behind-the-scenes mobile content for 3 Mobile customers and integrated TV spots featuring 3 Mobile handsets and web devices.
- On-line weight loss program, **The Biggest Loser Club**, will leverage their on-air presence by integrating the club's website through in-program education spots, TV commercials featuring its new line of meal replacement products and catch-ups with five 'at home' contestants who will be supported in their weight loss journey by The Biggest Loser Club.
- **Work Out World**, which returns for the 2009 season, will provide *The Biggest Loser* house with branded gym equipment.
- First time sponsor, **Fatblaster** will run TV commercials during *The Biggest Loser* advertising breaks.

- As part of its sponsorship, **Safcol** will promote its tuna products in program, run an on-line consumer promotion through the official *Loser* website and will sponsor an in-program contestant competition.
- **Nestle Diet Yoghurt's** participation comprises on-set activity, integrated TV spots, as well as products featured throughout the show.

Five sponsors have partnered with TEN for the second season of *So You Think You Can Dance*:

- After a successful first year, **Optus** returns as a principal *Dance* sponsor, offering exclusive behind-the-scenes mobile content for Optus customers, top 20 dancer prize packs, sponsored online content of the official program website, www.ten.com.au/dance, a major dance scholarship and in-show promotions.
- **Ribena**, which joins *Dance* for the first time in 2009, will leverage their on-air presence by generating *Dance*-specific in-show animated creatives, as well as products featured in-program.
- As part of its commitment, first-time sponsor **Metamucil** will run its new 'five ways to vitality' TV promotion during *Dance* commercial breaks.
- **McDonald's** in-program 'Lovin It Moments' campaign will give one lucky viewer a chance to win \$1000 every week via an on-line video-based 'view and vote' system, culminating in a \$5000 give-away during the season finale.
- First time on-line sponsor, **Rimmel** will leverage their association with *Dance* through extensive on-line integration including a new 'dance style' section on the official program website which will feature exclusive behind-the-scenes video of the all the show's favourite dance genres.

TEN is unrivalled in developing and presenting 'big event' TV franchises in a way that really taps into viewers' desire for inspirational and uplifting stories.

"No-one thought a show about weight loss would be so compelling, but *The Biggest Loser* has struck a real chord with Australian audiences. Likewise, it took *So You Think You Can Dance* to reveal Australia's flourishing dance culture," Mr Lothringer said.

"TEN leads the way in bringing these uplifting TV moments to life for audiences and clients."

For more information, please contact:

Jeannette McLoughlin
Corporate Communications
T: 9650 1012
M: 0401 990 425

Gabrielle Crittenden
Corporate Communications
T: 9650 1471
M: 0408 655 833