

AUSTRALIA'S NEW DESTINATION FOR FOOD IS SEVEN

Seven serves up new channel for Aussie foodies

(Sydney, Friday October 26): The Seven Network today announced a partnership with global leader in real-life entertainment, Discovery, on the launch of 7food network, Australia's new destination for food coming to Channel 74 on December 1.

With a 24/7 smorgasbord of the world's most popular food shows, 7food network is set to inspire, entertain, empower and educate Aussie foodies hungry for food, cooking, culture, travel and adventure.

From home cooks to iron chefs, dining in to diners and fast food to cakes that will leave you speechless, 7food network has a show to satisfy every craving.

Program highlights include first run seasons of international Food Network favourites **GUY'S GROCERY GAMES, FOOD NETWORK STAR, CHOPPED, RESTAURANT: IMPOSSIBLE, DINERS, DRIVE-INS AND DIVES, CUTTHROAT KITCHEN** and **IRON CHEF AMERICA**.

The icing on the cake for dessert lovers will be new seasons of **BEST BAKER IN AMERICA, SPRING BAKING CHAMPIONSHIP** and **KID'S BAKING CHAMPIONSHIP**, plus brand new episodes of **RIDICULOUS CAKES**, which features over-the-top creations so stunning, so lifelike and so huge that they deliver instant shock and awe.

These programs join the best **Gordon Ramsay** offerings from the UK and US and Food Network staples such as **MYSTERY DINERS, BIZARRE FOODS WITH ANDREW ZIMMERN, CAKE MASTERS, CAKE WARS, THE GREAT FOOD TRUCK RACE, RESTAURANT STAKEOUT** and **GIADA AT HOME**.

7food network will also reheat and serve seasons of popular Australian originals including **MY KITCHEN RULES, BETTER HOMES AND GARDENS, ZUMBO'S JUST DESSERTS, FAST ED'S FAST FOOD, ANH DOES VIETNAM, MY FRANCE WITH MANU, AROUND THE WORLD WITH MANU, MANU'S AMERICAN ROAD TRIP, MY IRELAND WITH COLIN** and **AUSSIE BARBECUE HEROES**.

The faces of 7food network include global icons **Gordon Ramsay, Guy Fieri, Bobby Flay, Alton Brown, Rachel Khoo, Giada De Laurentiis, Jonathan Bennett** and **Ted Allen**, along with much-loved local chefs **Manu Feildel, Pete Evans, Colin Fassnidge, Fast Ed, Karen Martini** and **Adriano Zumbo** to name a few.

In due course, Seven will spill the beans on its original content plans for 7food network.

Seven's Head of Scheduling Brook Hall said: "Food is a major part of our DNA at Seven and always has been. Food brings Australians together with the people they love and food brings audiences to the screens of Seven. We're excited for 7food network to serve our core 25-54 audience more quality food content from home and abroad, anytime, on every platform, backed by the power of Seven."

Seven's Network Sales Director Natalie Harvey said: "7food network will add a new flavour to our already dominant network position and offer advertisers an engaged and of course, hungry audience. Leveraging the power of Seven combined with the strength of the number one women's digital network, Pacific, plus West Australian Newspapers means we will be launching with a bang. I don't believe there has even been, or will ever be a better platform and better timing to launch such a rich and engaging content platform."

Media Release

Discovery's General Manager, ANZ & Pacific Islands, Rebecca Kent said: "At Discovery our passion lies in sharing the best real-life stories with our audiences. Producing globally renowned content that is engaging and inspiring is what we love to do and working with local partners to entertain as many Australians as possible is the icing on the cake! We're delighted to be joining forces with Seven on connecting all Australians to the power and joy of food with 7food network."

Discovery's Vice President, Lifestyle Products, ANZ & Pac Islands, Amanda Herbert said: "We are incredibly excited about the opportunity to strengthen and grow the Food Network brand with the talented team at Seven. Their passion for international brands and premium content is matched by our own and we know together, with our global pipeline and their local expertise, we can serve Australian audiences an unrivalled destination for food entertainment".

7food network launches Saturday, December 1 on Channel 74 and 7plus, joining Seven stablemates 7TWO, 7flix and 7mate - Australia's #1 multichannel in Total People and all key demos.

- END

For further information, please contact:

Stephen Browning

Head of Corporate Affairs, Seven West Media
P: 0432 961 773
E: StBrowning@seven.com.au

Kate Amphlett

Group Publicity Manager, Channel Seven
P: 0412 527 065
E: KAmpthlett@seven.com.au

About Seven Network:

The Seven Network, which includes Channel 7, 7mate, 7TWO, 7flix and 7food network, is Australia's most-watched network, and has been for 12 consecutive years. Channel 7, home to some of Australia's most-loved and most-watched content brands including Sunrise, 7 News, Home and Away, My Kitchen Rules, Better Homes and Gardens and House Rules, has been Australia's most-watched channel for 12 consecutive years. 7mate, which is the most watched multichannel in Australia, caters for all male viewers, offering a range of live sport, comedy, animation and blockbuster movies, and is the home of many top rating factual programs. 7TWO, the second most-watched multichannel in Australia, offers a broad selection of programs covering a variety of genres including the best new lifestyle content, factual entertainment, as well as being the home for great British drama. 7flix is a movie and entertainment channel targeting younger females with a mix of movies, drama and comedy. 7food network, a partnership between Seven and Discovery, features the best international and local food, cooking, culture, travel and adventure programming.

About Discovery:

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; digital-first and social content from Group Nine Media and a strategic alliance with the PGA Tour to create the Global Home of Golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit www.corporate.discovery.com and follow @DiscoveryIncTV across social platforms.

