



March 1 2013

My Kitchen Rules serves up international success

UK broadcaster Sky commissions Seven format.

Channel 7 today announced the format rights to its hugely popular home-made series My Kitchen Rules has been sold to the UK broadcaster for its Sky Living channel.

Sky is the UK and Ireland's leading home entertainment and communications company. More than 30 million people watch Sky content each week.

The show's international success exemplifies the network's commitment to devising new and exciting formats with universal appeal.

Seven's Director of Production Brad Lyons says: "We're very excited to be working with Sky on My Kitchen Rules. We're also very proud that MKR was created by Seven Productions and has grown year-on-year, demonstrating what an adaptable and robust format it is."

Sky Living HD Director Antonia Hurford-Jones says: "We're really excited about bringing the successful Australian format My Kitchen Rules to the UK. It's a perfect show for Sky Living featuring people who have a genuine passion for cooking. The Australian show is addictively engaging and entertaining and we're confident it will be a big hit."

Chef and best-selling author Lorraine Pascale will host the Sky series. Having worked in some of the world's leading restaurants, from Petrus to The Mandarin Oriental, Gilgamesh and The Wolseley, Pascale made her TV debut on BBC Two's Baking Made Easy in 2011.

The home-grown Seven production has built a huge following since it premiered in 2010. It has grown year-on-year and when South Australia's Leigh and Jennifer won the title in 2012, an audience of 2.89 million was watching. The third series averaged 1.8 million across its 37 episodes.

The fourth season of the Australian series is currently the Number 1 program on Australian television, airing Monday-Thursday nights at 7:30pm.

For further information, please contact:

Alison Booth
Channel Seven Publicity
P: 02 8777 7270
M: 0419 972 562
E: abooth@seven.com.au

Kyrsten Herbert
Channel Seven Publicity
P: 02 8777 7268
M: 0434 004 630
E: kherbert@seven.com.au