
SEVEN STUDIOS LAUNCH OFFICIAL HOME AND AWAY PARTNERSHIP WITH E-RETAILER OZSALE

Seven Studios today announced a partnership with leading Australian e-retailer OZSALE to launch a range of official Home and Away merchandise, inspired by the iconic Australian drama series.

OZSALE, part of The Mysale Group will be the official merchandise and e-commerce partner for Home and Away offering an exclusive range of consumer products launching first in Australia, followed by the UK & Ireland in November the new range of Home and Away branded merchandise will include apparel and accessories inspired by the iconography of the brand, slogans, lyrics, key themes and characters of the iconic Aussie show. Product will be available at the official site www.homeandawaystore.com.au, via Mysale sites and on location at selected outlets at Sydney's Palm Beach.

In addition, Seven Studios and OZSALE will also launch a new aspirational beach lifestyle brand - SUMMER BAY – targeting fun, fashion-forward twenty-somethings capturing the essence of the iconic Aussie Summer. SUMMER BAY is inspired by the sun, sand and surf of the Aussie beach lifestyle. OZSALE has plans to launch the range globally in November at www.summerbay.com and via Mysale sites.

“We are delighted to be the retail and manufacturing partner for Home and Away,” says OZSALE CEO, Carl Jackson. “This partnership is an exciting opportunity for both parties. We are not just offering platform management, but distribution and product development as well. There’s something quite nice about us all being from the beaches too. I think Seven Studios really liked the idea of having a Northern Beaches-born company working on the merchandise for their Northern Beaches-based show. It just makes sense.”

Kate Green, Seven Studios Licensing Manager comments, “OZSALE’s outstanding ecommerce capabilities, design and manufacturing networks alongside existing and expanding footprint in key Home and Away territories – Australia, New Zealand, United Kingdom and Ireland, made the Mysale Group the perfect partner to engage Home and Away’s strong TV, digital and social audiences globally with this exciting range of merchandise and brand extensions.”

An iconic part of Aussie culture for decades, Home and Away is the most watched serial drama for millions of Australians. International audiences in more than 60 countries are also captivated by the Australian beach lifestyle and the unmissable drama. Home and Away currently airs twice daily on Channel 5 in the UK, RTE in Ireland and on TVNZ in New Zealand.

About Seven Studios

Seven Studios is a rapidly expanding international production and distribution company and a key part of Seven West Media, Australia's leading integrated media and content creation companies. In 2017, Seven Studios will commission, create and produce nearly 800 hours of premium video content as an acknowledged leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including My Kitchen Rules, Border Security, House Rules, Home and Away, and A Place to Call Home. Seven Studios IP Licensing extends and strengthens Seven Studios' brands beyond the screen via promotional and product licensing. We work closely with Australian and international networks, advertising sponsors, licensees and retailers to provide commercial opportunities that integrate and extend the consumer experience across TV, digital and physical touch points allowing fans to further connect and engage with their favorite shows.

About Home and Away

Produced by Seven Studios, Home and Away is an Australian serial drama that chronicles the lives, loves, happiness, and heartbreaks of the residents of Summer Bay, an idyllic fictional coastal town in New South Wales, Australia. It has been produced in Sydney since July 1987 and has aired on the Seven Network since January 17 1988. Home and Away has launched the careers of Heath Ledger, Chris Hemsworth, Ryan Kwanten, Isla Fisher, Julian McMahon, Simon Baker, Naomi Watts, Dannii Minogue and Isabel Lucas.

About The Mysale Group

The Mysale Group, based on Sydney's Northern Beaches and listed on the London Stock Exchange, have over 20m+ email members across the Groups' websites in Australia, New Zealand, Singapore, HK, Malaysia, Philippines, Thailand and the UK operating operate 24 websites in 8 countries.

Founded in 2007, the Group provides customers with access to outstanding brands and products at discounted prices whilst simultaneously providing brand partners unique international inventory and sales solutions.

MySale has built an enviable portfolio of over 2,500 brand partners from whom products are sourced. The Group operates websites under a number of different brands all of which operate on a uniform technology platform and a single international logistics infrastructure. The Group's flash sales brands are; OzSale and BuyInvite in Australia; NzSale in New Zealand; SingSale in Singapore; MySale in Australia, New Zealand Malaysia, Thailand, the Philippines, the United Kingdom and Hong Kong, and Cocosa in the United Kingdom, Australia and New Zealand; whilst the Group's retail websites are Deals Direct, OO.com and Top Buy in Australia and Identity Direct in Australia and New Zealand.