



Media Release

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Michael Pell promoted to new role at Seven

The Seven Network today announced that Michael Pell has been appointed to the new role of Senior Vice President, Entertainment Content, North America, based in Los Angeles.

Mr Pell will take up his new role in April, reporting to Seven West Media Managing Director and Chief Executive Officer, James Warburton, and working with Seven's Chief Content Officer, Entertainment Programming, Angus Ross, and the content team.

Mr Pell has been Executive Producer of Australia's #1 breakfast show, **Sunrise**, since November 2010 and **Weekend Sunrise** since March 2009. His successor will be announced soon.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Michael has done an extraordinary job at **Sunrise** and **Weekend Sunrise**, playing a vital role in their success and ensuring they remain Australia's most-watched TV breakfast programs by a wide margin.

"His new role represents a great opportunity for Seven and for Michael himself, adding a valuable new resource in our content development area."

Seven's Director of News and Public Affairs, Craig McPherson, said: "Last year, **Sunrise** was the #1 breakfast TV program in Australia for the 18th year in a row and this year it has increased its lead over its nearest rival.

"It is a remarkable success story and Michael has been an important part of that for over a decade. He moves to his new role with my sincere thanks and very best wishes for the future."

Mr Pell said: "I am extraordinarily proud of what we've achieved at **Sunrise**. It has been an honour to lead the talented team for more than 11 years, and I thank every one of them for their hard work and dedication.

"The program is in great shape, and I have no doubt Kochie and Nat will continue to dominate the landscape.

"I'm thrilled to be taking this next step. My top priority has always been to put the viewer's needs first, above all else. As I embark on this new journey, that will remain front of mind," he said.

Sunrise Co-Host David Koch said: "Michael has been a major force behind **Sunrise**'s continued success over many years. His drive, his passion, his flamboyant leadership style has meant it has been an absolute delight to work for him. I'm excited about his new opportunity within the network where, I have no doubt, he will achieve similar success.

"**Sunrise** has seamlessly transitioned through numerous key personnel changes over the years, which is a huge testament to the depth of the entire **Sunrise** team. We are all proud of what Michael has achieved and wish him the very best."



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Sunrise Co-Host Natalie Barr said: “Working with Michael has been one of the highlights of my career. Wherever I've been in the world – a flood zone, a bushfire, an international terror attack, the front lawn of The White House – he's been the voice in my ear helping me through. We've achieved some fantastic success over many years, and he's built a strong team.

“Michael is a good friend and I'll miss him dearly, but I know he's looking forward to an exciting new challenge in the US with Seven and we wish him every success.”

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.