



NEWS RELEASE

FREEVIEW WELCOMES “7TWO ON PRIME” TO REGIONAL AUSTRALIA

22 December, 2009

Freeview today welcomes the announcement made by PRIME that their eagerly anticipated free-to-air digital channel, 7TWO on PRIME, will launch on Wednesday 23 December at 9.00am on digital Channel 62. PRIME will deliver the new channel in standard definition to regional homes in NSW, ACT and Victoria who currently receive a PRIME digital signal.

PRIME Television CEO Doug Edwards said “over the past few weeks PRIME has finalized massive infrastructure changes that not only make possible the launch of 7TWO on PRIME but also prepare us to deliver even more services to regional Australia in the future”.

7TWO on PRIME is a natural extension of PRIME’s successful primary channel. It’s a broad entertainment channel that offers greater choice through a variety of shows with something for everyone, regardless of their age.

It will be the new home for premiere episodes of international hits including J.J Abrams’ *Lost*, *Ugly Betty*, *Heroes* and *24*, as well as much-loved programs such as *The Sopranos*, *Six Feet Under*, *Murphy Brown* and new, primetime episodes of *The Jay Leno Show*, five nights a week.

7TWO on PRIME will feature drama, lifestyle, reality, comedy and movies. Its program highlights include *A Touch of Frost*, *Prime Suspect*, premiere episodes of motoring hit *Fifth Gear*, an extensive catalogue of family titles from Disney’s studios and handpicked cooking programs from the world’s top chefs including Jamie Oliver, Curtis Stone, Rick Stein, Ainsley Harriott and Gary Rhodes.

There will also be a broad mix of new and classic programs including *Coronation Street*, *Emmerdale*, *Shortland Street*, *The Martha Stewart Show*, *Home and Away - The Early Years*, *Sons and Daughters*, *Magnum, PI* and *Moonlighting*.

The announcement of the launch of 7TWO on PRIME follows the recent regional roll out of GO!, ONE HD, SBS TWO and more recently, ABC 3 - a dedicated kids channel.

Freeview CEO, Robin Parkes said, “7TWO on PRIME will certainly add to the fantastic mix of news, entertainment, kids programming and sport that is already available to regional viewers via free-to-view digital television. The new channel also reinforces the continued commitment made by the free-to-air regional broadcasters to deliver more great new channels, for free.”

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About Freeview

Launched in November 2008, Freeview is the free digital television service in Australia. It comprises all the channels from Australia’s free-to-view broadcasters. Freeview encourages Australians to switch to free-to-view digital television by promoting its benefits including more channels, more moments, better picture and superior sound, for free. Freeview is not-for-profit and owned by ABC, SBS, Seven, Nine, TEN, Prime, Southern Cross and WIN.

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