



SHINEAMERICA

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SHINE GROUP UNVEILS SHINE AMERICA, A NEW IDENTITY FOR U.S.-BASED COMPANIES

NEW NAME TO REFLECT SHINE GROUP'S COMMITMENT TO DELIVER COMPELLING DOMESTIC PROGRAMMING WITH WORLDWIDE APPEAL

LOS ANGELES, CA (March 15, 2012) – Shine Group, one of the world's foremost multinational entertainment companies, introduced its new company name and logo for its United States businesses. As part of the rebrand, Shine Americas, Shine USA and Reveille will combine to form the newly-created Shine America.

The company's new name and corresponding logo will add clarity in the U.S. market, where Shine America will continue to produce compelling programming across all entertainment platforms; and will further align the U.S.-based business with the international peer companies of the Shine Group.

Carl Fennessy, Shine America CEO, and Eden Gaha, Shine America President, said: "Combining the talented team at Shine America, with such a powerhouse in Shine Group, affords us the unique opportunity to create and produce exceptional programming for U.S. entertainment while simultaneously reaching a global marketplace."

Elisabeth Murdoch, Shine Group CEO and Chairman added: "This feels like a new chapter for Shine in the United States. As Shine Group has evolved, so have the team and businesses in the U.S. and to bring it under the new banner of Shine America reflects the new dynamism within the business and the ambitions shared with colleagues across the group."

Shine Group's expansion into the U.S. began in 2008 with the acquisition of Reveille, whereby Shine Group established its U.S. production arm and added to its catalogue the library of Reveille's successful scripted and unscripted programming, including *The Tudors*, the U.S. version of *The Office* and *The Biggest Loser*.

ABOUT SHINE GROUP

Shine Group includes some of the most respected and prolific production companies in the worlds of scripted and non-scripted television, now numbering 26 across three continents and responsible some of the world's best known and loved programmes. Shine Group companies include award-winning genre specialists such as UK-based Dragonfly (factual), Kudos (drama), and Princess Productions (entertainment) along with award-winning multi-genre producers Shine TV, and Metronome Film & Television, the Nordic region's pre-eminent production group. Shine International, the group's international distribution arm is responsible for the distribution of over 3000 hours of broadcast content annually. In the last two years, the group has

successfully established international companies Shine Germany, Shine France, Shine Australia and Shine Iberia. The group has recently enhanced its digital and direct to consumer credentials with the additions of social gaming specialists Bossa Studios and market-leading online broadcaster and original content producer, ChannelFlip.

ABOUT SHINE AMERICA

Shine America (formally Shine Americas, Shine USA and Reveille) is a world leader in producing and distributing compelling scripted and unscripted television and digital content, building brands through the leveraging of its intellectual property and creating integrated marketing opportunities for advertisers.

Shine America is known for popular and award-winning original hit series including *The Biggest Loser*, *Tabatha Takes Over*, *Shear Genius*, and *The Buried Life*; adaptations of Shine Group formats *MasterChef*, *One Born Every Minute* and *Parental Control*; long-running scripted hits *The Office*, *Ugly Betty*, and *The Tudors*; and over 20 groundbreaking original online series on MSN, Yahoo!, YouTube premium channels and other platforms, many of these produced in partnership with global brands such as Toyota, Kraft Foods, Subway and Microsoft.

Through its distribution arm, Shine International, Shine America distributes its extensive library of programming to more than 150 countries.

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