



The Style Network Lands Aussie Cookery Series, Surfing The Menu

Popular Australian cookery series, ***Surfing The Menu***, has been acquired for the US by lifestyle channel, **The Style Network**.

In *Surfing The Menu* two of the UK's hunkiest celebrity chefs escape their kitchens and head back to their native Australia. Along with their surfboards and boning knives, they pack a film crew and cook up a whole new television genre...the Gourmet Adventurer Series – one part travel adventure and two parts cooking show.

The Style Network has acquired 8 x half hours to premiere at 9:30PM Eastern/Pacific beginning on Thursday, April 15, 2004.

"The talent, the spectacular locations, the cooking and the unique Australian adventures combine to create something very special in *Surfing The Menu*," said Stephen Schwartz, Senior Vice President, Programming, The Style Network. "We are proud to present this unique series to our US audiences," he added.

The global distributor of the series, **ABC Content Sales**, has also sold *Surfing The Menu* worldwide to buyers including RTE Ireland, Asia TV, Ananey Communications Israel, UBC Thailand, TVB Hong Kong, New World China, Qantas inflight, BBC World for pan Africa, NRK Norway, Viajar Spain, Cuisine TV France, Raisat Italy, Viasat East Europe, ABC Plus Media Romania, Discovery Australia and New Zealand, SVT Sweden, DRTV Denmark, YLE Finland, TV3 New Zealand and Fiji Television.

"*Surfing The Menu* has a distinctive approach to an enduring format and that presents a winning formula for program buyers worldwide," said Augustus Dulgano, Manager, ABC Content Sales. "The sale in the US to a channel of this quality caps off an extremely successful run for this series."

Surfing The Menu was produced by Mago Films, with the assistance of Screenwest, the Lotteries Commission of Western Australia, the Australian Broadcasting Corporation and UKTV.

ABC Content Sales is a worldwide distributor of content and programming produced by the Australian Broadcasting Corporation's television, radio and online platforms. It also represents programming and content produced independently of the ABC, including documentaries and selected stock footage collections from National Geographic Film Library and APTN. Clients include broadcasters, film makers, airlines, multi media producers, internet portals and wireless and broadband service providers.

E! Networks is the world's largest producer and distributor of entertainment news and lifestyle-related programming. The company operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment; The Style Network, where life gets a new look, and E! Online, located at Eonline.com. E! is currently available to 85 million cable and direct broadcast satellite subscribers in the U.S. The Style Network currently counts 36 million subscribers with commitments to reach over 40 million in 2004. E! Online, the #1 entertainment news and celebrity gossip Website, reaches 6 million monthly unique U.S. adult users.

FOR FURTHER INFORMATION PLEASE CONTACT

ABC Content Sales Contact

Rhys Kelly tel +61 2 8333 3491 mbl +61 408 967 197 email kelly.rhys@abc.net.au

The Style Network Contact

Diane Morgan, Los Angeles, CA tel. (323) 954-2516; email dmorgan@eentertainment.com