

FOR IMMEDIATE RELEASE
Monday February 8, 2010

XYZnetworks and RDF Rights announce multi-year volume deal

XYZnetworks has signed a multi-year volume deal with RDF Rights, part of the RDF Media Group, it was announced today by Bruce Mann CEO, XYZnetworks and Jane Millichip COO, RDF Rights.

Under terms of the deal, XYZnetworks agrees to acquire a minimum of 300 hours of first run exclusive content across its portfolio of channels with equal footing to FTA television to acquire key titles.

RDF is a major distributor to XYZnetworks and supplies many key titles to its three LifeStyle Channels such as *Location Location Location*, *The Secret Millionaire*, *Ladette to Lady*, *Wife Swap*, *Relocation Relocation*, *How to Look Good Naked*, *The House of Tiny Tearaways* and *Tough Love*.

"RDF is an important strategic partner and supplies many of our key shows. RDF consistently provides shows so well to brief that we wanted to further formalise our arrangements," said Bruce Mann. *"XYZnetworks' portfolio of The LifeStyle Channel, LifeStyle FOOD and LifeStyle YOU lead the Australian market in the lifestyle genre and we believe this arrangement with RDF is a tremendous step towards reinforcing this position."*

Jane Millichip said: *"XYZnetworks is one of our biggest clients, so we are delighted to formalise our relationship. There is an excellent fit between our programming and the XYZ portfolio, and we are always impressed by XYZ's commitment to build our brands in the schedules."*

For further information, please contact:

Sharyn Whitten, Head of Publicity
T: 02 9813 7015 M: 0408 471 116 E: sharyn.whitten@xyznetworks.com.au

XYZnetworks

XYZnetworks owns and operates eight leading brands including The LifeStyle Channel, LifeStyle FOOD, LifeStyle YOU, Channel [V], [V] HITS, MAX, Country Music Channel and The Weather Channel. XYZnetworks also owns Arena TV, distributes global giant Discovery Channel and jointly owns kids powerhouse Nickelodeon and Nick Jr. Collectively the channels reach more than 4.3 million* television viewers. XYZnetworks is equally owned by FOXTEL and AUSTAR.*Source – OzTam

RDF Rights

RDF Rights (RDFR) is part of the RDF Media Group one of the UK's largest independent television producers and distributors that creates, acquires and distributes compelling television content. RDF Media Group's television production and distribution operations are based across the United Kingdom and the United States. Over the years RDFR has built a reputation for offering the very best and most bespoke service to both its producers and buyers. RDFR's unique catalogue currently encompasses more than 4500 hours of high quality programming in the popular factual, factual entertainment, entertainment, documentary, drama, and kids' genres. It represents programming on behalf of broadcasters as diverse as truTV, Lifetime, Spike TV, Fox USA, Five, Channel 4, ITV and the BBC as well as over 80 independent producers. www.rdfrights.com/

australia's impact brands

