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JOINT MEDIA RELEASE

TVNZ APPOINTS SEVEN AFFILIATE SALES AS AUSTRALIAN ADVERTISING REPRESENTATIVE

New Zealand's largest free-to-air television broadcaster, **TVNZ**, has appointed **PRIME MEDIA GROUP's** national sales organisation **SEVEN AFFILIATE SALES (SAS)** as its advertising sales representative in Australia.

The appointment of SAS comes as TVNZ plans to boost its profile in the Australian advertising market.

TVNZ reaches 2.2 million New Zealanders each day across its television and online operations. TVNZ boasts the two most watched channels in the country, being TV ONE and TV2, a brand new male-skewed channel named DUKE, the country's favourite domestic on-demand destination, TVNZ OnDemand, and the leading news website ONE News Now.

Commenting on the announcement, TVNZ General Manager Direct & Regional Sales, **Glenn McGahan** said, "TVNZ is looking forward to working in partnership with Seven Affiliate Sales to increase our presence and grow our customer base in Australia over the next few years. SAS will give us the depth and breadth across the Australian metropolitan and regional markets that we've never had before. It puts more people on the ground to support and deliver greater value to our advertisers and agency partners."

Prime Media's Group General Manager Sales & Marketing, **Dave Walker**, said, "As Australia's pre-eminent regional broadcaster and television sales organisation, we are delighted to be working with New Zealand's No.1 network on this exclusive arrangement for the Australian market. We look forward to offering Australian advertisers the opportunity to extend their reach into the NZ market."

"If you're doing business across the ditch, TVNZ should be central to your campaign plans, as the market leaders we have the reach and we get the results", added McGahan.

The partnership between TVNZ and Seven Affiliate Sales is effective immediately.

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