



24 July 2017

The Bachelor Attracts Top Sponsors.

**Wrigley's EXTRA™, Underworks, REST Industry Super, Hyundai and Harvey Norman Join The Big New Season.
Premieres Wednesday 26 July At 7.30pm.**

The television, online and social media phenomenon that is **The Bachelor Australia** storms back onto screens on Wednesday with new and returning sponsors joining the adventure.

Network Ten and Multi Channel Network ("MCN") today announced that Wrigley's EXTRA™, Underworks, REST Industry Super, Hyundai and Harvey Norman are on board to help deliver the biggest and most anticipated season yet.

The Bachelor Australia Season 5 starts 7.30pm on Wednesday, 26 July, with Matty J making his eagerly awaited return and continuing his quest to find true love among 22 of Australia's most glamorous and eligible Bachelorettes.

Network Ten Executive General Manager, Revenue and Client Partnerships, Rod Prosser, said: "**The Bachelor Australia** is a pop culture sensation that gives our commercial partners innovative and powerful activations to captivate viewers across all platforms.

"Once again, sponsorship interest has been extremely high. With drama, adventure and love at the heart of the show, **The Bachelor Australia** offers a unique format for innovative and integrated content-led sponsorships. Our dynamic packages also extend across digital and social media channels, with exclusive content set to further excite and engage fans online.

"Matty J won over audiences on **The Bachelorette Australia** last year and we look forward to the show again dominating social media and water cooler conversations whenever it is on air," he said.

"This year anticipation on social media has already reached fever pitch, with the organic reach of the show's date announcement on Facebook up 540% compared with 2016."

MCN Content and Brand Partnerships Director, Tania Jones, said: "**The Bachelor Australia** continues to capture the hearts and minds of audiences, and we're excited to have the support of brands who are equally passionate about this show.

"Shows like **The Bachelor Australia**, which resonate so strongly with audiences, demonstrate the enduring power of television formats. This year's diverse group of brands are working closely with Network Ten and MCN to create highly compelling, integrated



multi-screen campaigns that will extend the appeal of the television content and strongly engage viewers across all platforms.”

Wrigley Pacific Marketing Director, Alison Levins, said: “EXTRA™ is excited to join the dating conversation in 2017, sponsoring **The Bachelor Australia** for the third year running. We are confident that the sponsorship will enable us to talk to consumers in a fun and engaging way, demonstrating how EXTRA™ can help them feel ready to make the most of their key dating moments and have their ‘Time To Shine’.”

Underworks Managing Director, Sam Todaro, said: “We are delighted to partner with **The Bachelor Australia** and support Matty J on his journey to find true love. Like a good relationship, UNDERWORKS products are strong, reliable and long lasting and we strive for the perfect fit. **The Bachelor Australia** provides a national platform for us to deliver that message to all Australians.”

REST Industry Super General Manager Brand, Marketing and Communications, Mary Atley, said: “REST Industry Super continues to be a proud sponsor of **The Bachelor Australia**. The show has served as a strong platform for us to reach and connect with our younger members. Our ongoing commitment to the program reflects our aim to engage with our members, and support them to thrive in their financial future and the rest of their lives.”

Hosted by Osher Günsberg, **The Bachelor Australia** promises plenty of fireworks from the very start, with more drama, adventure, laughs and unexpected moments and surprises than ever before.

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