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Record Number Of Partners Enter The Jungle. KFC, Isuzu UTE Australia, Captain Morgan And Nutra-Life Join TEN's I'm A Celebrity...Get Me Out Of Here!.

Network Ten and Multi Channel Network (MCN) today announced a record number of partners will enter the jungle in 2018 when the fourth series of the hit family entertainment sensation **I'm A Celebrity...Get Me Out Of Here!** premieres on Sunday, 28 January at 7.30pm, only on TEN and WIN Network.

Six key brands in Australia are partnering with the highly-anticipated new season, which promises to deliver more thrilling surprises and must-watch moments that get the whole of Australia talking.

KFC, Isuzu UTE Australia, Captain Morgan and Nutra-Life are backing the show, which is broadcast live, five nights a week from South Africa. More companies have also partnered with the new season but cannot be named at this stage.

Network Ten Executive General Manager, Revenue and Client Partnerships, Rod Prosser, said: "The demand around **I'm A Celebrity...Get Me Out Of Here!** this year has been sensational and we're thrilled that so many big names have aligned themselves with this truly brand-safe format

"The family favourite program is one of our biggest properties and has grown its audience and commercial share each year, delivering fantastic results for our clients on a format they know works. Last year's season launched to a total audience of 1.18 million, with the series average up 11% on 2016 and the Grand Finale up 37%. Online catch-up also soared 91% during 2017, with video views on tenplay up 101% year-on-year.

"This year's celebrity cast is set to be the most impressive yet and is sure to capture the nation's hearts and deliver even more laughs and surprises."

MCN National Content and Brand Partnerships Director, Tania Jones, said: "As **I'm A Celebrity...Get Me Out Of Here!** continues to experience consistent audience growth, the show is also gaining in popularity with marketers.

"We're thrilled to have achieved a record number of partners in 2018, all leading brands committed to working with premium content. One of the other key attractions is the program's flexibility and seamless integration opportunities. Partners can rest assured their products are showcased in the best light, resulting in true business outcomes."

KFC CMO Angela Richards, said: "KFC Australia is excited to be sponsoring **I'm A Celebrity...Get Me Out Of Here!**, a show that captivates audiences across the nation. The eclectic combination

of celebrity personalities creates widespread conversations both in and out of homes. KFC is thrilled at the opportunity to help people enjoy a great night in and looks forward to watching some epic TV moments when people are being true to themselves and freeing their inner spirit – something we love to champion in everything we do.”

Isuzu UTE Australia General Manager, Marketing & PR, Mike Conybeare, said: “The remote environment of the South African jungle mixed in with the no-pretence nature of **I'm A Celebrity...Get Me Out Of Here!** is in perfect alignment with our ‘Go Your Own Way’ brand positioning. Not to mention that there is no better vehicle to get you out of the jungle (or into it for that matter) than an Isuzu D-MAX or MU-X, so we are very excited to engage with Australian families through the show and give them a chance to win a brand new Isuzu.”

Diageo Marketing Manager, Rum, Hayden Abercrombie, said: “Captain Morgan champions the power of fun and symbolises the power of ‘the crew’ in creating rich experiences for all. That’s why **I'm A Celebrity...Get Me Out Of Here!** is the perfect place to be as it’s one of the most entertaining shows on television and it’s about the journey the contestants take and the incredible relationships they form along the way. We can’t wait to go on the must-watch journey with them.”

Nutra-Life Marketing Manager, Aimee Cutajar, said: “Nutra-Life is thrilled to partner with Network Ten’s television event of the year – **I'm A Celebrity...Get Me Out Of Here!**. The jungle environment often inspires the celebrities to reflect and reassess their lifestyle, and we’re excited to be a part of this journey with our specialty range of targeted health supplements.”

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