

MEDIA RELEASE

SYDNEY 

GET COOKING ... MY KITCHEN RULES SEASON TWO FIRES UP

As MY KITCHEN RULES enters its final sizzling weeks on air, Channel Seven today confirmed a second series of the home-grown series has been commissioned.

Seven is putting the call out to people who love food and entertaining to become a part of the second season of the show that has Australia captivated each Monday and Tuesday night.

If you and a partner – be it your spouse, a friend, workmate or relative – think you’ve got what it takes in the kitchen, head to Yahoo7’s official website www.mykitchenrules.com.au and apply now.

MY KITCHEN RULES has become the break-out hit of the 2010 TV season – it has built a strong and loyal audience since its debut in February. As the competition has heated up, so have its ratings with the in-house Seven production attracting more than 1.4 million viewers each week.

Seven’s Head of Programming and Production Tim Worner said:

“We are proud of MY KITCHEN RULES and how audiences have welcomed the show into their homes each week. As we head into the finals of this first series, we are thrilled to confirm a second series – now we need the next batch of foodies to apply and get cooking.”

This week, the show has moved out of the contestants’ homes and into the My Kitchen Rules Headquarters, as the contest marches towards the nail-biting finale, only a few weeks away.

For further information:

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