

Media Release



SEVEN SEARCHING FOR GEEKS...AND BEAUTIES FOR THE ULTIMATE SOCIAL EXPERIMENT

(June 26, 2009) Channel Seven is putting out a call to the 'Geeks' of Australia – this is your chance to shine on TV.

Seven is launching a local version of the international smash hit reality series BEAUTY AND THE GEEK – and the casting call is on for a group of academically-smart men who may be socially challenged and a group of good-looking women who desperately need to brush up on their general knowledge.

The 'beauties' and the 'geeks' will be paired up as couples for a share in a major prize package. For the ultimate social experiment, they will live together during the course of the competition, facing challenges that test the beauties on academic subjects and the geeks on social skills.

Executive produced by Ashton Kutcher, BEAUTY AND THE GEEK is about to enter its sixth season in the US. Entertainment Weekly says of the show: "Ashton Kutcher one-ups the reality genre by adding...heart. "

Seven's Head of Program Development, Lisa Fitzpatrick said: "BEAUTY AND THE GEEK is an uplifting series that will surprise people. The search is on now to find our geeks and beauties who want to change their lives and have some fun in the process."

Prospective Geeks and Beauties must visit
www.yahoo7.com.au/beautyandthegeek

BEAUTY AND THE GEEK will premiere on Seven later this year.

FOR FURTHER INFORMATION:

Channel Seven Publicity

(02) 8777 7250