



KESHET INTERNATIONAL AND DC MEDIA, PARENT COMPANY OF DICK CLARK PRODUCTIONS, FORM KESHET DCP - AN UNSCRIPTED TV POWERHOUSE

Joint Venture to Produce Unscripted Programming in the US and Develop, Produce and Finance New Formats for International Markets

LOS ANGELES (October 02, 2013) – Keshet International (KI), the global distribution and production arm of Keshet Media Group, and DC Media, the parent company of dick clark productions (dcp), two of the most successful television companies in the world, have formed Keshet DCP, a joint venture dedicated to developing, financing and delivering high quality unscripted programs to English and Spanish speaking U.S. audiences and beyond. Keshet DCP will leverage Keshet’s globally successful unscripted business with DC Media’s expansive U.S. infrastructure and production expertise. The announcement was made today by Keshet Media Group CEO Avi Nir, and DC Media CEO Allen Shapiro.

Under the deal, Keshet DCP will have the U.S. rights to KI’s current catalogue of over 20 unscripted formats, as well as Keshet’s future unscripted formats. Current Keshet formats which the venture can tap include the family game show ***Sure or Insure*** (launched at MIPTV 2013 and sold to eight territories in a single month) and hit children’s talent show ***Master Class*** (sold to five territories).

The partnership will also serve as a platform for the companies to jointly develop, produce and finance new unscripted formats for the international marketplace. Keshet DCP is ideally suited to take advantage of worldwide opportunities.

“Keshet is a global leader in television programming with consummate leadership under Avi Nir, making them an ideal partner as we continue strategic growth in the U.S. and internationally,” said Allen Shapiro, CEO, Dick Clark Productions. “By combining our powerful resources, we hope to create a vast slate of the most compelling unscripted programming possible.”

“We are privileged to partner with Allen Shapiro and the DCP team to launch Keshet DCP. DCP has delivered unparalleled unscripted programming to audiences for decades, and their expertise, proven track record and strong brand present the perfect partners for KI as we look to advance our content in the US,” said Avi Nir, CEO, Keshet Media Group. “Audiences demand higher quality content and entertainment experiences more so than ever, and with our new partner, and Keshet’s experience creating true multi-platform, cutting-edge content we are well-positioned to deliver innovative, superior programming to viewers everywhere.”

One of the first shows the new venture will exploit is the trailblazing interactive talent format ***Rising Star***, already an exciting new international format. ***Rising Star*** is a live talent show that harnesses digital and social media innovation and marks the first format incorporating real-time voting by viewers via an app that is fully integrated into the show. The show is broadcast live throughout the season, and viewers play an integral role in every decision made from beginning to end. ***Rising Star*** broke records with this week in Israel on Keshet Channel 2, scoring a massive 49.4% HH share and 37.7% HH rating, with almost half of all TV audiences tuned into the show.

Following the U.S. success of such scripted KI formats as Showtime's ***Homeland*** based on ***Prisoners Of War***, and the unscripted TBS hidden-camera ambush show ***Deal With It***, the formation of Keshet DCP advances KI's strategic expansion in the U.S. market. This continues KI's growth around the world, having already established outposts in the U.K., Canada and Australia. The deal also expands DC Media's leading presence in series television, building upon the company's slate of acclaimed programming such as Emmy Award-winning ***So You Think You Can Dance*** and major television events the ***American Music Awards***, ***Golden Globe Awards***, ***The Academy of Country Music Awards*** and more.

The deal was initiated and brokered by Alon Shtruzman, Managing Director, Keshet International and Allen Shapiro, CEO, DC Media.

ABOUT KESHET INTERNATIONAL

Keshet International is Keshet Media Group's global distribution and production arm. Headed by Managing Director Alon Shtruzman, it includes Keshet's local production outposts (Keshet UK, Keshet Canada & Keshet Australia, with more to be announced soon) as well as its global distribution arm. KI's catalogue consists of over 60 tried and tested properties that appeal to audiences worldwide, spanning all genres. Highlights include hit drama *Prisoners of War*, the original Israeli version of prime time Emmy® winner *Homeland*; docu-reality format *Dear Neighbors*, *Help our Daughter Find Love*; talent show *Master Class*; cross platform format *50 Things You Have to Know*; reality dating format *Girlfri3nds*; game show *The Vault* and 'buddy comedy' *Traffic Light*, winner of the International Emmy® Award.

ABOUT DICK CLARK PRODUCTIONS

Founded in 1957, dick clark productions, inc (dcp) is a leading independent producer of television programming. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly television programming, including "So You Think You Can Dance," and owns and maintains one of the world's most unique and extensive entertainment libraries, which includes more than 30 years of "American Bandstand" footage. For additional information, visit www.dickclark.com.

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