



ASSAF BLECHER TO OVERSEE KESHET DCP JOINT VENTURE IN EXPANDED ROLE

Blecher Takes on Dual Role as Vice President, Programming and Development for dick clark productions and Keshet DCP

SANTA MONICA, CA (June 19, 2014) – Assaf Blecher will expand his role as Vice President, Programming and Development for dick clark productions to include oversight of Keshet DCP, it was announced today by Mark Bracco, EVP of Programming and Development for dick clark productions and Alon Shtruzman, CEO of Keshet International. In Blecher's new role he will manage programming and development for Keshet DCP, the joint venture formed by Keshet International, the global distribution and production arm of Keshet Media Group, and DC Media, the parent company of dick clark productions (DCP). The joint venture, which was announced last year, produces unscripted programming in the U.S. and develops, produces, and finances new formats for international markets.

Keshet DCP programming for 2014 includes the revolutionary new reality singing competition, "Rising Star" set to premiere on Sunday, June 22nd on ABC, the explosive new game show format "BOOM!" scheduled for broadcast on FOX later this year, and additional projects at various stages of development. Blecher will continue to be based in the company's Santa Monica headquarters and will report to Bracco and Shtruzman.

"Assaf played a key role in the formation of Keshet DCP and will be instrumental in our strategies to expand our programming footprint domestically and internationally with the most compelling slate of unscripted programming possible," said Bracco.

"Assaf has a proven track record, and has contributed great insights and talent to the development of Keshet DCP. We at Keshet are delighted to have him on board as a partner and a creative executive, especially during this significant growth period. His experience, industry acumen and friendship will be of great benefit to our collective effort," said Shtruzman.

"It is an honor to formalize my relationship with Keshet and the Keshet DCP team," said Blecher. "The Keshet International team are global leaders and we look forward to introducing revolutionary new television formats to U.S audiences and beyond."

Blecher began his career with dick clark productions in 2005 as Manager and has held several roles with the company. Most recently, Blecher served as Vice President of Development TV and Digital Programming overseeing a variety of projects including "Golden Gods" (VH1) and the upcoming "Star Spangled Spectacular" (PBS). Blecher was born and raised in Israel and served in the Israeli Army. He received his master's degree in Media Production from Kent & Canterbury University in the United Kingdom.

ABOUT DICK CLARK PRODUCTIONS

dick clark productions (dcp) is the world's largest producer and proprietor of televised events. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," "Hollywood Film Awards," "Billboard 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 one of the world's most unique and extensive entertainment archive libraries with more than 55 years of dcp's award-winning shows, historic programs, specials, performances and legendary programming. In 2014, dcp will debut "The PEOPLE MAGAZINE Awards" on NBC and joint venture Keshet DCP will premiere the weekly television series "Rising Star" on ABC. For additional information, visit www.dickclark.com.

ABOUT KESHET INTERNATIONAL

Keshet International is Keshet Media Group's global distribution and production arm. Headed by CEO Alon Shtruzman, it includes Keshet's local production outposts (Keshet UK, Keshet Australia, Keshet Canada and Keshet DCP in the US) 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*; hit interactive talent show *Rising Star*; International Emmy[®]-nominated 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 an International Emmy[®] Award.

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