

Paris/Copenhagen - Banijay International has embarked on a new partnership with the UK's Mendoza Films to represent the popular format ***This Is Your Fridge*** internationally. Mendoza has already unlocked the potential of this format throughout Scandinavia where it is currently successfully airing in multiple countries.

This Is Your Fridge sees a well-known chef entering the home of a mystery celebrity and preparing a meal using only the ingredients in their fridge against the clock, while a host chats to the star about their life. A hit in across Scandinavia and Germany in the 1990s, it has recently been revived by SVT1 in Sweden, TV3 Norway and TV3 Puls in Denmark, all three of which have already ordered a second season. Recognising its popularity and the opportunity to take this tried and tested format to new markets, Banijay approached Mendoza and will re-launch the format at MIPTV.

Banijay International Managing Director Karoline Spodsberg said: "***This is Your Fridge*** is a distributor's dream: it has a strong track record, it's currently performing well in multiple territories and it ticks all the boxes in terms of current trends. As a unique blend of cooking show and intimate celebrity interview it fits perfectly into the Banijay International catalogue and we are thrilled to be the company that will exploit its full potential on the world stage."

Debby Mendoza, CEO of Mendoza Films added, "After serious deliberation, and with interest from a number of major distributors, Mendoza Films are delighted to have chosen to work with Banijay International to develop our best-selling property ***This Is Your Fridge***. We are looking forward to a long and fruitful relationship;"

Other properties launching internationally include Nordisk Film TV's trans-Atlantic dating format ***Origins of Love***, in which singles raised in immigrant communities turn to the old country to find love.

Also launching at MIPTV from Banijay Group company Brainpool, the company behind *Beat Your Host*, is ***The All-Star Dog Show***, the competitive entertainment show where four celebrities working in pairs with their pet dogs compete in an epic clash of the canines which has garnered close to five million viewers and 25% share for its primary broadcaster in Germany. Proven fun for the whole family – pets included! As well as Bunim/Murray's big entertainment format the ***Power of Music*** which sees musicians who have suffered tragedy get a life-changing second chance; ***Fools for Love***, a fun, youthful dating show in which singles try to learn from their past dating mistakes in choosing a partner from the other side of the wall; a new game show launching with a recently shot pilot entitled ***Trust***, which sees strangers having to work as a team – but only one can be a winner; ***Star Save Our School***, the feel good reality show which sees famous faces return to their failing schools to turn it around, with a team of their childhood friends and

other locals, and ***Celebrity Cook Off*** the high rating prime time factual entertainment format which sees celebrity and chef do battle on the star's favourite dish.

Banijay International also adds another third party property to its portfolio at MIPTV from Denmark's Monday Media, ***Celebrity Knockout***. In this format members of the public step into the ring with the celebrities we love to hate. Viewers follow the journey of the celebrity and member of the public as they are coached in the lead up to their flight.

Banijay International will also return to Cannes epic reality format ***Tempted***, which since its launch at MIPCOM 2011 has been licensed to broadcasters in Russia and Ukraine.