



MEDIA RELEASE: TUESDAY 17 JULY, 2012

LifeStyle FOOD Serves Up Sizzling New Look

Foxtel's LifeStyle FOOD, Australia's only 24-hour food television channel, has unveiled a brand new look, creating a better food experience for viewers that is accessible, energetic and colourful.

Launching eight years ago, LifeStyle FOOD is home to a smorgasbord of delicious programming, watched by over 1.4 million viewers each week.

FOOD's signature programs include *MasterChef UK*, *Great British Menu* and *Come Dine With Me*, plus *Cake Boss* with baking superstar, Buddy Valastro. Brand new series of key local productions, *Cheese Slices* with Will Studd and Adrian Richardson's *Secret Meat Business*, are set to premiere later this year.

As part of the rebrand, viewers will be treated to new channel imagery, including a refreshed logo and a tweaked colour palette of red, blue and yellow, along with updated audio and redesigned on-air navigation.

The star of the show is LifeStyle FOOD's new look logo, which has been refreshed to ensure it stands out in the marketplace, both on and off-air.

"The brand has a continually growing presence in media, across print, outdoor, online and on the ground marketing events, and we wanted to redesign the FOOD logo to accommodate this," said Jens Hertzum, Creative Director, LifeStyle Channels. "I am extremely happy with our striking solution; a logo that is legible, warm and functions beautifully across all brand contact points."

The channel continues to be the first to discover and create celebrity chefs and will launch *Chef Confessionals* in the coming month. In these brand new series of on-air idents, some of LifeStyle FOOD's favourite chefs will reveal tidbits about their favourite ingredients and foodie moments. Look out for *Chef Confessionals* from both local and international chefs, including Maggie Beer, John Torode, Rick Stein, Miguel Maestre, Adrian Richardson, Stefano de Pieri and Will Studd.

The logo for Foxtel, featuring the word "FOXTEL" in a bold, red, sans-serif font with a white outline.

FOOD's refresh also coincides with Cake Month; a celebration of LifeStyle FOOD'S best baking programs. To support Cake Month, we're inviting viewers and home bakers to "Join the Cake Revolution" on LifeStyle FOOD's facebook page. The Cake Revolution facebook app allows users to upload a picture of their most spectacular cakes and encourage friends to vote for them for a chance to win over \$8,500 in Kenwood baking appliances. FOOD's facebook fan database has already grown 25% in the first five days of the campaign alone, confirming Australia's incredible passion for cakes!

To take a look at the channel's brand new look, tune into LifeStyle FOOD (Channel 118) and to be part of the Cake Revolution, visit <http://apps.facebook.com/cakerevolution/>.

LifeStyle FOOD... Entertaining everyday.

LifeStyle FOOD is available on Foxtel nationally.

About Foxtel

Foxtel is one of Australia's most progressive and dynamic media companies, directly employing around 2,500 people, and delivering a diverse subscription television service to both regional and metropolitan areas over cable, satellite and broadband distribution. We offer a better entertainment experience every day to each one of our 2.2 million subscribing homes through delivery of exclusive and inspiring programming across all genres, the world's most popular channel brands, and investment in high quality local content. As constant champions of innovation we have brought customers the latest personal digital recording technology, Australia's largest HD offering, Foxtel 3D, and this year, the most comprehensive Olympic Games coverage Australia has ever seen. Foxtel is owned by Telstra Corporation Limited ACN 051 775 556 (50%), The News Corporation Ltd (25%), and Consolidated Media Holdings Ltd (25%). www.foxtel.com.au

For more information:

Jane.McLaren@foxtel.com.au
+61 2 9813 7028
+61 (0) 410 415 032

Emily.Dufton@foxtel.com.au
+61 2 9813 7016
+61 (0) 414 430 738