



Press Release

Mark Burnett International Launches Asia Partnership with Genting International

9 OCTOBER 2007, SINGAPORE – Mark Burnett International and Genting International today announced a joint venture that will rewrite the answer to “What’s there to watch on television?” in Asia.

The famed producer of TV blockbuster series such as ***Survivor***, ***The Contender***, ***Rockstar***, and ***The Apprentice*** and Asia’s gaming and entertainment giant have teamed up on a 10-year exclusive partnership to develop, produce and distribute reality television series and game shows for the region.

The collaboration marks the first step in a long-term strategy for Mark Burnett International to expand in Asia. It is also the first entry into television production for Genting International.

A new company – Mark Burnett Productions Asia (MBPA) – will be formed under the agreement. The two partners will hold equal equity in MBPA and jointly invest up to US\$20 million in the venture. The partnership covers all of Asia except Japan and the Middle East, and will herald the age of new exciting television content for this region.

Besides continuing Mark Burnett International’s successful run in producing TV series for Asia, MBPA will hold the exclusive license to produce and distribute these programs to multiple media platforms that range from broadcast, the Internet to mobile television. Audiences in Asia can expect not only new entertainment content, but also to join in the programs or shows, many of

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which will be produced in Asia. The new company will also develop original television shows for Asia that will be licensed for format productions throughout the world.

Los-Angeles based President and Founder of Mark Burnett Productions, Mark Burnett said: "We are very excited to be partnering Genting International to launch Mark Burnett Productions Asia. We've been doing business in and around Asia since our company was founded and we've been looking at ways to do more in this massive market. Shortly after our first meeting with Genting we felt like we had found the perfect company to partner with, not only to bring our existing library to the territory but also to develop and produce original content that will be of interest to television viewers throughout Asia."

MBPA will have its base in Resorts World at Sentosa, an over S\$5-billion mega-resort being built in Singapore by Genting International. Resorts World at Sentosa, opening in 2010, will house Southeast Asia's only Universal Studios Singapore, the world's largest oceanarium Marine Life Park, six theme hotels, showrooms and film-production facilities.

MBPA will use RWS's facilities and resort attractions for some of its productions. Visitors at the resort could participate in game shows, watch the programs being made and even interact with the 'stars' of the show. Prior to the resort's opening, MBPA's temporary office will be based in Resorts World at Sentosa's corporate headquarters in Singapore.

Mr Lim Kok Thay, executive chairman of Genting International, said: "Mark IS reality TV. We are privileged to work with him. RWS, with its gamut of entertainment and resort offerings, will be an exciting backdrop as any TV, movie or concert venue. This partnership boosts RWS's already rich entertainment offerings, and will draw many more visitors to the Resort when it opens."

The Singapore Economic Development Board, a government agency that promotes high value-added investments to boost the Singapore economy, match-made the partners in Los Angeles in June 2007. It is "delighted" with the collaboration. Assistant Managing Director of the Singapore Economic Development Board, Mr Manohar Khiatani said: "This decision underscores the attractiveness of Singapore as a location where leading media content owners create and manage their intellectual property assets. MBPA could tap on the cosmopolitan talent pool in Singapore to develop programs with a regional appeal and for distribution on

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multiple platforms. This latest addition to the growing stable of media companies in Singapore reinforces our efforts to grow into an international media hub.”

“We are thrilled to be taking the next step to extend our brand throughout the world. Having recently launched Mark Burnett Productions France, this is a natural evolution of our worldwide brand. The fact that this deal was fast-tracked and took a very short time to negotiate is evidence of both companies’ recognition that it is a partnership that both companies felt was a no-brainer,” said Mr C. Scot Cru, Executive (International), Mark Burnett Productions.

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About Mark Burnett Productions

Mark Burnett Productions (MBP) is a leading production company in content for both primetime television and the internet. MBP revolutionized television with hits such as Survivor (CBS), The Apprentice (NBC), The Contender (ESPN), Rock Star: INXS (CBS), the new smash hit Are You Smarter Than a 5th Grader? (FOX), and the co-production with Steven Spielberg and DreamWorks Television, On the Lot (FOX). Other MBP projects in 2007 include: Pirate Master (CBS) and the 2007 MTV Movie Awards (MTV) which Mark Burnett Executive Produced. MBP also partnered with AOL in 2006 on the highly successful interactive adventure Gold Rush, the first-ever unscripted project to be produced exclusively for the internet. In addition, MBP has established a scripted division and is developing comedies and dramas for television as well as feature films. MBP also successfully reintroduced product placement as an integral part of each of its shows and has garnered a total of 48 Emmy nominations since 2001. Upcoming projects include Amnesia (NBC), My Dad is Better than Your Dad (NBC) and Jingles (CBS).



About Genting International

Genting International, the overseas investment arm of the Genting Group, is a leading integrated-resorts specialist with over 20 years of international gaming expertise and global experience in developing, operating and/or marketing internationally acclaimed casinos and integrated resorts in different parts of the world, including Australia, Malaysia and the United Kingdom. Genting International is listed on the Main Board of the Singapore Exchange.

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