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MEDIA RELEASE

For Immediate Release

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Tune in next Tuesday for EYE's TV premiere on Lifetime

NEW YORK – Tune in on Tuesday, July 22 at 10pm ET for EYE's North American television debut on Lifetime's "How to Look Good Naked". The Season 2 premiere will feature a body reveal on one of EYE's Eyelite units at the Lakewood Center Mall in the Los Angeles area.

In addition to Lakewood Center Mall, the EYE portfolio in North America encompasses over 3,500 panels in over 250 shopping malls across the United States, with more than half the portfolio sitting in the top 30 DMAs.

In this episode of "How to Look Good Naked", the show's host Carson Kressley (who starred in "Queer Eye for the Straight Guy" 2003-2007) will use the Eyelite to dramatically demonstrate the subject's before and after transformation. Passing shoppers will be asked to comment on the images appearing in the Eyelite.

Richard Tucci, Producer, remarked, "EYE's panel was a perfect choice for 'How to Look Good Naked', and its ingenuity was the cherry on the top of a humorous and surprising segment. The mall environment offers a great cross-section of Americans and the unit itself is eye-catching and offered a dramatic vehicle that helped us create excitement around the reveal."

The show aims to teach women of all shapes and sizes how to go from self-loathing to self-loving without resorting to interventions like extreme dieting or cosmetic surgery.

Tucci added, "It was a pleasure working with EYE and their wonderful staff, who believe, as we do, that it's what's inside, not outside that counts."

About EYE
EYE has offices in and operates Out-of-Home media businesses in Australia, New Zealand, Indonesia, Singapore, Europe and North America.

Eye Corp Pty Ltd is a wholly owned subsidiary of The Ten Group Pty Limited, which operates Australia's TEN television network.

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