

# NEWS RELEASE



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## SEVEN NETWORK SECURES EXCLUSIVE NATIONAL BROADCASTING RIGHTS

FuelWatch has signed an exclusive national broadcasting deal with the Seven Network to provide a series of fuel price updates to Australian motorists.

The deal involves a number of updates being broadcast during Seven's national morning news program SUNRISE and SEVEN NEWS.

The SUNRISE program provides two segments each morning outlining the cheapest fuel price in Brisbane, Sydney, Melbourne, Adelaide and Perth. The name and location of the service station is also provided.

The service has just been extended to include an update in SEVEN NEWS programs in both Melbourne and Brisbane, with Sydney soon to follow.

FuelWatch National Manager Matt Forman said he was excited about forming a relationship with the Seven Network, as it would enable more people to access information that will assist with their fuel purchasing decisions.

"Our main goal is to help the Australian consumer be better informed when it comes to purchasing fuel," Mr Forman said.

"The alliance with the Seven Network will enable every motorist in Brisbane, Sydney, Melbourne, Adelaide and Perth to access information that will save them time and money.

"The audience reach of the Seven Network programs will also facilitate an increased transparency in the fuel marketplace. "

Seven News Director Ian Cook said that the deal reflected the Network's commitment to provide the most up to date news and information to the public.

FuelWatch is recognised as the country's most authoritative source on information regarding the fluctuating prices of unleaded petrol. FuelWatch aims to alleviate the frustrations involved with fuel price variations by providing a daily 'snapshot' on fuel prices.

| For the latest in fuel price information, log on to **[fuelwatch.com.au](http://fuelwatch.com.au)**

*For media inquiries please contact:*

*Kristin Devitt/Gerard Reilly, Brumfield Bird and Sandford, 07 3221 6711 or 0419 787 059.*

*Or Michelle Flynn, Seven Network Publicity 02 9877 7311*