

# Media Release

on



Tuesday, January 28, 2014

## MY KITCHEN RULES 2014 PREMIERE SERVES UP RECIPE FOR SUCCESS!

Monday night's 2014 premiere episode of Channel Seven's *My Kitchen Rules* was the most watched program for the night with a combined audience of 2.38 million viewers, marking the highest launch in the cooking program's history.

Featuring NSW team Annie and Jason (Mr and Mrs Cheese) the 2014 premiere was up 18% (Combined) on the 2013 launch and number one in all key demographics.

Commenting on the program's triumphant return, Channel Seven's Director of Network Production Brad Lyons says it's a very solid start for the highly successful in-house Seven franchise.

"We are immensely proud of the show and the result. It's again a great team effort all round," he says. "The stories and characters that develop through the series are gripping and it's just great television."

Tonight, it's ACT's turn as newly dating couple ANDREW and EMELIA prepare their three-course menu.

They call themselves 'natural entertainers' and this loved-up duo are determined to put Canberra on the map, but will their passion for spices and blend of cultures create harmony or havoc on the plate?

Keep up to date with all the MY KITCHEN RULES news:

[www.mykitchenrules.com.au](http://www.mykitchenrules.com.au)

[www.facebook.com/mykitchenrules](https://www.facebook.com/mykitchenrules)

[www.instagram.com/officialmykitchenrules](https://www.instagram.com/officialmykitchenrules)

Twitter: #MKR

For further information, please contact:

**Alison Booth**  
Channel Seven Publicity  
P: 02 8777 7270

Source: OzTAM (Metro) and RegTAM (Regional). Combined (Metro + Regional). Data: Overnight (Live + As Live). Preliminary data as at 28/1/14. Average audience.