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Samantha Armytage is *Bringing Sexy Back* on Seven

Sunrise anchor to front makeover series for overwhelmed Aussies

Channel Seven today announced Samantha Armytage will host its new transformation series *Bringing Sexy Back* which will change exhausted ordinary Australians into something extraordinary.

The popular breakfast television host said she is delighted to be part of a program which encourages individuals to live a balanced, healthy life and in doing so, rediscover their confidence and charisma.

"There is an epidemic of exhaustion in modern life. Many people are overcommitted, overtired and overweight. We're working harder and longer, it's time to wrestle back some control.

"*Bringing Sexy Back* offers Australians the chance to reinvent themselves," said Samantha. "With professional help we will empower people to make positive life changes to improve their self-image."

Director of Network Production Brad Lyons said *Bringing Sexy Back* will be "an inspirational makeover series giving Australians the rare opportunity to change their lives, supported by some of the best experts in business. People will be fascinated with the transformations."

A recent star in Who magazine's Sexiest People spread, 37-year-old Samantha said like many people she has struggled to gain a strong sense of self and hopes to lend a sympathetic ear to participants.

"I've been in the public eye for more than 15 years and I know what it's like to feel you fall short of others expectations but this show is about equipping people to make healthy life choices," she said.

With the aid of cutting edge weight loss technology and the instruction and advice of health, fitness and style gurus, the reality series will follow the transformation of individuals over several months.

Bringing Sexy Back is an original Seven production. Executive Producer for Seven is Sonya Wilkes.

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