

MEDIA RELEASE



COME ON DOWN LARRY! THE PRICE IS RIGHT RETURNS TO TV

One of the world's most enduring and loved game shows – THE PRICE IS RIGHT – is coming back to its original home, Channel Seven, with Larry Emdur as host.

Seven today announced production will begin next week, with a debut on air next month.

Larry said: "I've always been madly in love with this show. Its sole purpose in life, the reason it exists, is to have fun and lots of it. When I was asked if I wanted to be involved in this new version, I think I was as excited as 20 showcase winners in an inflatable spa bath."

THE PRICE IS RIGHT originally premiered in Australia on Seven in 1957 and has been a mainstay on Australian TV ever since.

Larry is Australia's longest serving Price host, having hosted two successful series between 1993 and 2005.

Notably, the late Ian Turpie hosted THE PRICE IS RIGHT, on Seven, from 1981-1986, and Larry reckons "Turps" would be thrilled the show has found its way onto our screens again.

"During our very first production meeting we all agreed we should dedicate the first episode to Ian Turpie," Larry said. "We'll begin with a special tribute to Turps. There's a whole generation of people who grew up watching Turps on The Price Is Right. Now, we'll now have a new generation seeing the show for the first time. We can't wait to start."

Larry will continue hosting with The Morning Show, with Kylie Gillies.

Airdate and timeslot for THE PRICE IS RIGHT will be announced soon.

To be in the audience and potentially be a Price Is Right winner, go to priceisrightaudience.com.au

It is a FremantleMedia Australia production for Channel Seven.

FOR FURTHER INFORMATION:

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