



MAX SCORES AT ASTRAS WITH A ROCK LEGEND AND A GOOD CAUSE

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MAX was proud to bring home two awards at the 6th Annual ASTRA Awards held last night at the Hordern Pavilion, Sydney.

With a total of five nominations, MAX won the ASTRA for **Most Outstanding Music Program or Coverage** for the acclaimed **MAX Sessions: Powderfinger, Concert for the Cure** while the channel's newest recruit, Aussie rock legend Jimmy Barnes took home the coveted public-voted award for **Favourite Male Personality** for his performance on **The Know**.

MAX Sessions: Powderfinger, Concert for the Cure, the channel's biggest production to date, saw the iconic sails of Sydney Opera House turn pink for the occasion, as Powderfinger, the country's biggest band, performed on the steps of the Australian landmark to close Breast Cancer Month in October last year.

Winning the award was a particularly special honour for MAX because of the incredible story behind the production. At the beginning of last year, a group of young Australian students called Concert for the Cure approached MAX to help them increase breast cancer awareness amongst young people and raise much-needed funds for the National Breast Cancer Foundation. Born out of those conversations was **MAX Sessions: Powderfinger, Concert for the Cure**, an incredible concert performed in front of a special group of people - those who suffered and survived the disease, or supported and cared for those affected by it.

The celebration of this inspiring, award-winning production continues with the recent release of Powderfinger's *Dream Days At The Hotel Existence - Deluxe Edition*, which includes the bonus DVD *Powderfinger Max Sessions: Live at the Sydney Opera House (Concert For A Cure)* featuring special guests Missy Higgins, Nic Cester (Jet) and Kev Carmody.

Proving he is far more than just a rock icon, Jimmy Barnes beat seven other hopefuls including Channel [V]'s James Kerley and LifeStyle FOOD's Stuart MacGill to pick up the gong for **Favourite Male Personality**. Barnes, who joined **The Know** - MAX's weekly music, film, entertainment and pop culture show - in August of last year, was up for a total of three nominations including **Most Outstanding Performance by a Presenter** and **Most Outstanding Music Program or Coverage** category for **MAX Sessions: Jimmy Barnes**. Jimmy also took to the stage last night to close the show with an electrifying performance of *Proud Mary* with his daughter Mahalia Barnes.

General Manager, XYZnetworks Music Channels, Shaun James “Last night’s nominations and winners from MAX showcases both the depth of talent we have and the strength of our production and programming forms. The wins for Jimmy and Concert for the Cure are well deserved and now set the standard for MAX moving forward. Our congratulations are also extended to Powderfinger, who made this MAX Sessions a possibility.”

XYZnetworks’ channels won a total of five ASTRA Awards, with LifeStyle FOOD taking home two, and The LifeStyle Channel one. MAX won more awards than any other Music Channel.

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About MAX

MAX is part of XYZnetworks which broadcasts many of Australia’s most popular Subscription TV channels including The LifeStyle Channel, Lifestyle FOOD, Channel [V], Channel [V]², MAX, Country Music Channel, and The Weather Channel; which collectively reach over 3 million* television viewers in a week. XYZ is equally owned by FOXTEL and AUSTAR.

*OzTAM National Subscription TV Homes. Average 1 minute reach in a week. WC8/10/06 to WC 23/9/07

About the ASTRA Awards: The prestigious ASTRA Awards, now in their sixth year, recognise excellence in the production, creation and delivery of subscription television programs in Australia. A panel of leaders from subscription television and associated industries judged the entries except for five awards that are open to public vote.

Sponsors of the 6th Annual ASTRA Awards are:

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About ASTRA: The Australian Subscription Television and Radio Association (ASTRA) is the peak industry body for subscription television. ASTRA’s role is to provide its members with a strong presence by providing a single, unified voice on issues affecting subscription television.