

the  
**PRICE**  
is  
**RIGHT**

**STARTS MONDAY** MAY 7  
5.00PM



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# INTRODUCTION

## “COME ON DOWN”

One of Australia's longest serving and most popular game shows, THE PRICE IS RIGHT, is back for 2012 and has returned to its original home, Channel Seven.

Hosted by Larry Emdur, the newly revamped game show which originally premiered in Australia in 1957, will retain its popular format, but will be given the edge of a 21st century game show.

“I love this new set, the changes they have made are unbelievable,” says Larry.

“The games are faster and the set is brighter. The way they are using all the screens, the LED lights and peoples' names flashing up on the stage is amazing.

“If I wasn't involved in this program I would be sitting at home watching, thinking 'Damn, I wish I was involved in this.' I am the oldest part of this show. Everything else is really new and cool.”

The action takes place in a glitzy new studio, complete with six large plasma screens which open up to reveal the prizes and accommodates a loud live audience ready to win big.

In each episode THE PRICE IS RIGHT contestants will have the chance to 'Come On Down' and compete in three fun games to identify the pricing of merchandise in order to win cash and prizes.

There are a total of 14 rotating games on THE PRICE IS RIGHT, including a mix of new and old favourites such as Cliff Hangers, Hole In One and Safe Crackers for the contestants to play.

The contestants who competed in the three games then play for a chance to win the grand showcase which is made up of four major prizes including a brand new car.

Joining Larry on THE PRICE IS RIGHT stage is voice over artist Brodie Young and four stunning models - Sarah Pope, Renee Slansky, James Nicholson and Cameron Davis.

Brodie grew up watching THE PRICE IS RIGHT as a teenager and is thrilled to be Larry's wing man. As part of the new style of the game show we can expect to see Brodie pop up all over the studio including in the audience and on the stage with the models.

THE PRICE IS RIGHT starts next Monday, May 7 at 5pm and will screen weekdays.

It is a FremantleMedia Australia production for Channel Seven.



HOST

# LARRY EMDUR

Larry Emdur has been part of the Australian media for over two decades beginning his career as a copyboy at the Sydney Morning Herald. He started his television career in 1983 at age 18 becoming Australia's youngest national newsreader presenting the overnight news for Channel Seven.

Larry has worked on more than 20 programs across all television networks including the Midday Show, Good Morning Australia, Tonight Live, Hey Hey It's Saturday, It Takes Two, Sunrise and Weekend Sunrise.

As well as co-hosting The Morning Show each weekday, Larry is best known and loved for his time on The Price Is Right.

Larry's catch phrase 'Come On Down' and love of fun and spontaneity, cemented him as one of Australia's most successful games hosts. He is Australia's longest serving Price host, having hosted two successful series between 1993 and 2005.

But despite Larry not having hosted The Price Is Right for seven years, the public still remember him fondly from the show.

"People still come up to me every day and say 'Come On Down', or I will be in the shops and someone will ask me to put all the prices in order from least to most expensive, or ask 'Is the price right mate?'"

And Larry's genuine passion for hosting The Price Is Right is still very much apparent.

"I am really proud to be part of a program which holds a special place in our popular culture," says Larry.

"No matter how tired I am feeling, the show is so much fun, the lights are so bright and when those doors open and you have 200 audience members screaming at you it is like a whole lot of instant Berocca.

"I feel blessed to be going back to the good old days of over the top craziness and excitement, holding hands, flying cuddles and slobbery kisses even if I am much older and am a bit broken when people jump on me all day."

Larry's love of game shows is also apparent in his writing. His first feature film script he wrote whilst completing a screen writers' course in LA was based on the wacky world of game shows.

Larry would love to have his co-host of The Morning Show Kylie Gillies on The Price Is Right, but is worried if she gets too close to the topless male models she may never return to The Morning Show.

"I think Kylie would be a closet The Price Is Right model," says Larry.

"I think she has been secretly practicing her hand twirls and as we know she has the fake tan supply from hell."

Larry lives in Sydney with his wife Sylvie and two children, Jye and Tia.

Apart from hosting The Price Is Right and co-hosting The Morning Show, he loves surfing and motorbike riding.



VOICE OVER

# BRODIE YOUNG

**Brodie Young first graced our television screens as a Big Brother housemate in 2002, before going on to hone his skills as a late night game show host and Ground Announcer of the Melbourne Storm.**

Brodie is absolutely thrilled to be given the role of voice over artist for the new version of The Price Is Right and still remembers growing up with the popular game show being on in his house when he came home from school every day.

"I used to get home from school just in time to watch the contestants playing for the chance to win the showcase, it was one of the highlights of the show and my day," says Brodie.

"It was always so much fun and had me sitting on the edge of my seat with suspense, or madly waving at the television telling the contestants 'Don't put the price there,' if I disagreed with their decisions."

Brodie is thrilled to be joining Larry on The Price Is Right and describes himself as "The Robin to his Batman."

"The best thing about being the voice of this game show is I get to interact with Larry, see the contestants go bananas for him and have a whole lot of fun on set," says Brodie.

"The crowd is always excited too as every single audience member could potentially be walking away with a brand new car, or some amazing prizes."

Brodie is equally enthused about The Price Is Right's brand new sexy set, but believes the diehard Price Is Right fans will still be happy with the 2012 version.

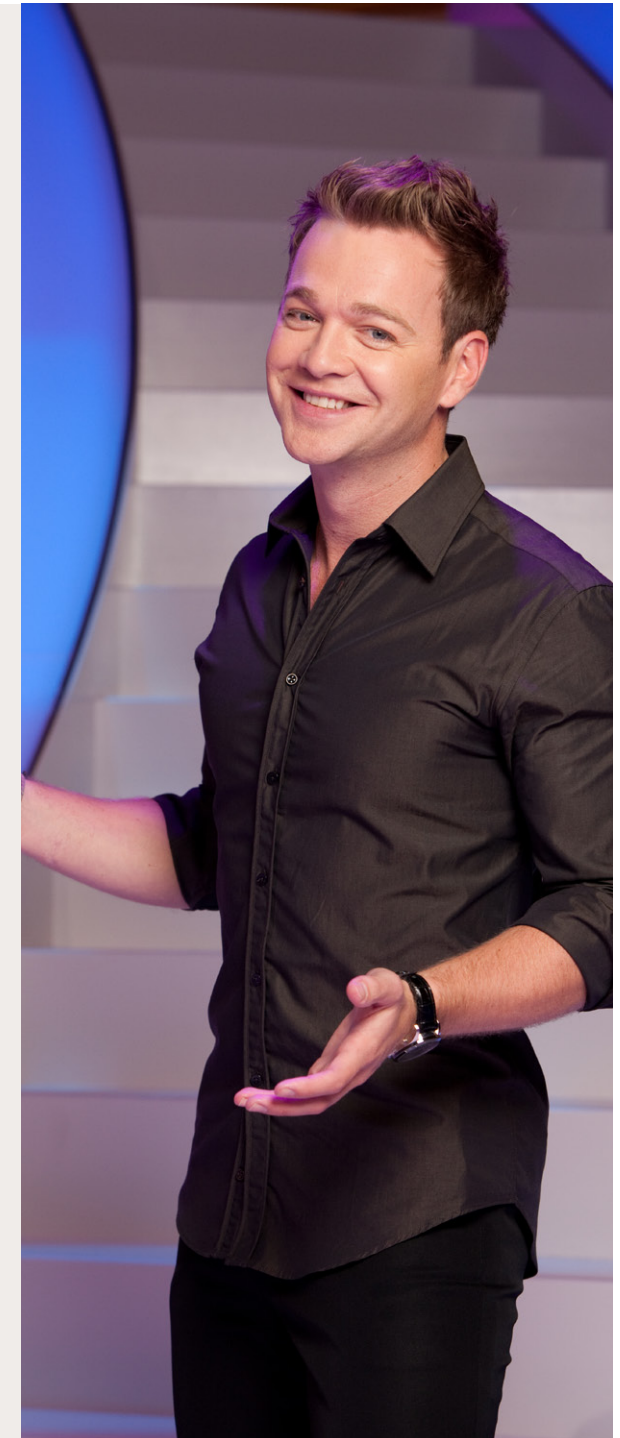
"Although the set has been amped up it still has that flashy 70s feel to it with its bright orange logo so I feel that it is a nice bridge for the last four decades that it has been on air for," says Brodie.

And as part of the new version of the popular game show, Brodie will be seen not only in his voice over box but all over the studio floor.

"I will be popping up where you least expect me," says Brodie.

"You may find me high-fiving audience members, relaxing in a spa bath with the models, jumping on the trampoline and helping audience members down to the stage."

Brodie lives in Melbourne with his fiancée Ashlea, calls himself a jack of all trades, has a degree in design and is a registered civil celebrant.



# MEET THE MODELS



## SARAH POPE, 24

Far away from the bright lights of the modeling world, Sarah has a Bachelor of Journalism from the University of Queensland and a Master of Arts with a major in English from the University of Sydney.

As well as continuing a career in modelling, Sarah hopes to write a book one day, and in the meantime is having an absolute ball as one of the models on The Price Is Right.

"Seeing audience members jumping in the air with excitement at the possibility of winning thousands of dollars really puts me on a natural high. I guess the whole concept of it could happen to anyone really appeals to me."

Sarah lives with her husband John and is planning to undertake a PhD in English later this year.

## CAMERON DAVIS, 26

As a 10-year-old boy Cameron grew up watching The Price Is Right and developed his first school boy crush on the Price models. Little did he know that he himself would be showcasing the prizes as a model on The Price Is Right 16 years later.

"I had the biggest crush ever on one of the blonde Price models when I was ten," admits Cameron. "The models made The Price Is Right seem so glamorous and so much fun, I only hope I can do as good a job as they did."

Cameron studied multi-media and has produced and co-hosted late night programs for Nova radio as well as doing a number of TV commercials. He is a personal trainer, model and currently single.

## JAMES NICHOLSON, 22

James literally fell into modeling after being discovered by a fellow model four months ago whilst working as the receptionist at his local gym. His love of sport, competing in triathlons and working out, has put him in tip top shape for his role as model on The Price Is Right.

"My friends often refer to me as 'Action Man' due to my love for all things active and outdoors," says James. "I also have a passion for anything with a motor and spend a lot of my time riding motorbikes, driving cars and flying planes."

James is having a ball modelling for The Price Is Right and still remembers watching it with his Nanna most days after school.

He has completed a bachelor of Business Administration and hopes to reach his ultimate goal of becoming a commercial pilot.

## RENEE SLANSKY, 26

Renee has always been enticed by the world of entertainment. Her foray into the industry saw her studying make-up and special effects for film, before taking up modelling and winning the Miss Inside Sport modelling competition in 2007.

Renee loves being a model on The Price is right as she loves the suspense of not knowing if a contestant could be walking out the door with thousands of dollars' worth of cash and prizes.

"I love surprises so I really enjoy the process of finding out if someone is a winner together with them, Larry, Brodie and the other models in a loud, fun live audience," says Renee.

"I think the pure excitement of the game show and ability to feel as if you yourself are up there playing for the money is what really adds to the success of the show."

Renee was a national finalist in Miss Universe Australia and has been asked to compete in Miss World. She lives with her long-term partner in Sydney and has set up a talent agency to help TV presenters get their first break.

# GAMES

## CHECK-OUT

### PRIZE LEVEL

One major prize the price of which is not revealed.

### VARIETY ITEMS

Four small variety items of differing amounts, but each under \$10.

### GAME PLAY

This game is played with four grocery items for a prize, or prize package.

The contestant guesses an exact price for each of the four grocery items after they have been described. The contestant's prices are then added together and a total for all four guessed prices is posted. Then, one at a time, the actual retail prices are revealed, and an actual total for all four is posted. If the contestant's total falls within the selected range of \$2.00 above, or \$2.00 below the actual retail total, the contestant is a winner of the major prize.

## HIGH-LO

### PRIZE LEVEL

One major prize is shown and described. The price is not revealed.

### VARIETY ITEMS

Six x variety items, the price of which will be revealed.

### GAME PLAY

Six variety items are shown and briefly described. The contestant must choose the three highest priced ones from those items.

The contestant makes their first selection. The host reveals the price of that item and then the contestant makes their second and third choice, looking for the highest priced items. After each selection, the host reveals its price.

The secret to the game is in the reveal of the prices that builds the tension. The host points out the lowest price of the items

chosen (eg. \$1.50) and discards the cards of the other two selected items. The host now reveals the price of each of the remaining items until the last one is shown. All three of them must be lower than the lowest item selected by the contestant.

If the contestant has chosen the three highest priced items, they win the major prize.

## IT'S IN THE BAG

### PRIZE PLAY

In this game the contestant is playing for one major prize the price of which is not revealed.

### VARIETY ITEMS

Five x variety items prices are not revealed.

### GAME PLAY

To start the game five variety items are shown and described.

On the set are four "bags". Inside each bag is an item that has been selected from the five (one item is left over). On the outside of each bag is the price of the item that is inside the bag. The contestant, by looking at the price on the bag, must determine which item is in the bag.

The contestant selects four of the five variety items one at a time and a model aligns them to the price/bag that the contestant thinks is correct.

To win the major prize the contestant must have all four prices correctly matched to all four items.

After the contestant has made all of their selections, the items inside the bags are revealed one by one. The tension in the game is built by the host by changing the reveal each episode. There is no need to go from left to right on the set, with the producer's assistance the host can reveal in an order that will add tension to the game.



# GAMES

## PLINKO

Plinko is one of the Price favourites.

### PRIZE LEVEL

This game is played for a major prize which will be a gift voucher to a dollar amount.

### PLAYER PRIZES

Two player prizes that are two digits. These prices will be revealed

### GAME PLAY

The contestant is given a PLINKO DISC on arrival- just for turning up! They then try to win up to two more discs.

They are presented with a player prize and hear its description. There is a two digit price on it - but is it correct? Either the first digit is right, or the second. The contestant chooses one of them; and the real price is revealed. If they were correct, they win another disc. If wrong, they do not get a disc. This is repeated for the 2nd Player Prize. Total of three discs are available.

Host and Contestant then move to the large PLINKO game board; a tall rod-studded surface that is almost upright. Slots are at the top and bottom into which the discs are dropped one at a time.

The contestant plays PLINKO by dropping the discs they have won down the board. They win any cash amount the discs drop into.

## SAFE CRACKERS

### PRIZE LEVEL

Two major prizes are shown, only one of which will have its price revealed.

### GAME PLAY

The game is played using a representation of a safe. In the beginning of the game, the safe is opened. The safe door is opened and the two prizes are shown and described. The safe is then closed and locked.

To win the prizes the contestant must dial the correct combination on three dials.

The combination is made of the three non-repeating digits of one of the prizes.

On each of three dials all three digits appear. No other numbers are on the dials. The first dial (left to right) is the first number in the price of the prize, the second dial is the second number in the price and the third dial is the third number in the price of the prize.

After all three dials have been set by the contestant the safe door is pulled. If the price is right, the safe door opens and the contestant is a winner of both prizes.

If the price is wrong the safe door remains locked and the contestant wins nothing. The Host then reveals the correct price on a card.

The reveal (opening of the safe) is the fun of the game.

## SQUEEZE PLAY

### PRIZE LEVEL

This game is played for two major prizes the individual prices of which are not revealed.

### GAME PLAY

Two major prizes are shown. Their combined value is a three digit amount.

A five digit price is revealed, containing the actual value of the two prizes added together. But there are two digits too many. The first and last digits are correct, but two of the three digits in the middle are in correct.

The contestant must decide which are the extra two digits and remove these from the price, leaving the three digit price of the prize. If the contestant is correct, the contestant wins both prizes.



# GAMES

## TAKE-TWO

### PRIZE LEVEL

Four prizes are shown and described. They can range between two and four digits. The prices will be revealed.

### GAME PLAY

The contestant is shown one price which is the total of two of the four prizes. They must correctly identify which two, to win those two prizes.

If they are wrong, they get a second chance. They can keep one of the revealed prices/prizes and choose an unrevealed one, or disregard both from play and select the remaining two unseen prizes.

The fun will be in the reveal from the host of the second prize.

## PICK-A-PAIR

### PRIZE LEVEL

This game is played for a major prize the price of which is not revealed.

### VARIETY ITEMS

Six variety items; three pairs of two different items, but which have the same price.

### GAME PLAY

The contestant chooses any one of the six variety items. That item lifts up to reveal the price. The contestant now must choose another item that matches that first item. That item also lifts up to reveal the price. If the two match, the game is over and they win the major prize.

If the contestant's choice is incorrect, they choose one of those two items to continue playing with. They then choose a third item in the hope it pairs with the selected item. If they are correct, they win the major prize. If they are incorrect again - the game is over and they win nothing.

## HOLE IN ONE

### PRIZE LEVEL

This game is played for one major prize, the price of which is not revealed.

### VARIETY ITEMS

Four x variety items are used and their prices revealed.

### GAME PLAY

Four variety items are shown and described.

A fake grass matt is set up on the floor like a putting green with a hole at one end. The long green is marked off by lines.

The contestant must grade the four variety items in order from lowest to highest. The contestant selects what they consider is the cheapest item and a flag representing that item is placed at the first line on the green- furthest from the hole. They select the second item and so on until all four are in the desired order- left to right - lowest to highest.

The model now reveals the price of the first item. Then the second. If it is higher in price, the model moves to the third and so on. If it is lower in price, it is from that point that the contestant will play from.

The host places the golf ball on the line representing how far the contestant guessed correctly, eg. if they got two items correct, the ball goes on the second line, or if all four were correctly placed in price order, the ball goes on the line closest to the hole.

The contestant then has one shot to putt the ball into the hole. If they are successful they win the prize. (If they putt and the ball bounces back into the hole, they also win).





# GAMES

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## CLIFF HANGERS

### PRIZE LEVEL

Major prize- traditionally on the higher end. \$1500 plus. The price is not revealed.

### PLAYER PRIZES

Three x player prizes each under \$100.

### GAME PLAY

The reward for winning Cliff Hangers is a major prize.

The game is played on a graphic representation of a mountain which ascends to an abrupt cliff. At the base of the mountain stands a climber, whose pick-axe marks his position on the mountain. The mountain is divided into steps from the base up to the edge of the cliff. There are 25 steps in all.

The object of the game is to get the climber to climb the mountain but not to fall off the cliff. That is; take 25 or fewer steps.

One by one, three player prizes are shown and described. The contestant estimates the price of the first player prize. If they get the price exactly right, a bell is heard and the climber stays in position. The correct price is revealed for that prize. If the price is wrong, no bell is heard, and the climber climbs the mountain one step for each dollar difference between the actual retail price of the player prize and the contestant's estimation. If the climber then is still on the mountain, the contestant wins that player prize.

This is repeated for the second and then if still alive, the third player prize.

If the climber stays on the mountain after the price of all three of the player prizes has been revealed, they win those prizes and the Major Prize. If the climber falls off the mountain, the contestant takes away only the player prizes they have won up to the point of the climber falling.



FOR FURTHER INFORMATION PLEASE CONTACT SEVEN PUBLICITY SYDNEY  
**JANE MACLEOD** T 02 8777 7256 E JMACLEOD@SEVEN.COM.AU

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