



COME ON DOWN!

**\$ the
PRICE
is
Right
tonight**

Fremantle

COME ON DOWN FOR BIG GAMES, BIG LAUGHS AND BIG SURPRISES!!

***The Price Is Right Tonight* is a brand-new edition of the iconic game show.** Hosted by legendary comedian, television personality, and *America's Got Talent* judge Howie Mandel, bringing fun, humour and excitement to primetime viewers.

Across a 12-episode run, contestants take part in the most beloved pricing games – with big prizes, playful interactions and feel-good surprises at the heart of every episode. With Howie leading the fun, come on down and join the excitement!



A vibrant crowd of people is shown in a game show setting. In the foreground, host Howie Mandel, a bald man with a goatee and sunglasses, is smiling and holding a large, stylized pink key. He is wearing a dark suit with a blue 'H' logo on the lapel. The audience, consisting of men and women of various ages, is cheering and clapping. Some are wearing blue shirts with the show's logo. The background is filled with more people, some wearing red shirts with the show's logo. The overall atmosphere is one of excitement and celebration.

SMASHING RATINGS ON LAUNCH

+79% ON CITYTV'S PRIMETIME
AVERAGE AUDIENCE

THE USPs

GLOBAL SUPERBRAND The most successful and longest-running game show in TV history with family appeal for household co-viewing.

A-LIST HOST Hosted by internationally-recognised comedian Howie Mandel.

HIGH PRODUCTION VALUE High-production values with big sets, big wins and big prizes.

ANNIVERSARY HOOK This year is the 70th anniversary of *The Price is Right* so expect special celebratory prizes and more fun to follow.

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Gameshow

12 x 60 mins
(commercial hour episodes)

For CityTV, Canada

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“A FRESH, HIGH-ENERGY
TWIST TO EVERYTHING
PEOPLE LOVE
ABOUT THE ORIGINAL –
BIG GAMES, LOTS OF LAUGHS,
AND FUN SURPRISES!”

HOWIE MANDEL
HOST, THE PRICE IS RIGHT TONIGHT