



FOR IMMEDIATE RELEASE

**FX'S *MAD MEN* AND *CALIFORNICATION* REPEATS DRAMA
WINS AT THE 2009 EMMY AWARDS**

*In celebration of the Emmy-winning shows, FOX International Channels presents MAD MEN
and CALIFORNICATION Marathons on FX in October*



ASIA, 24 SEPTEMBER 2009 – FOX International Channels (FIC), Asia's largest international TV channel network, has again verified its innovative programming approach with **four wins at the 61st Primetime Emmy® Awards** in Los Angeles on 20 September.

FX, the edgy entertainment channel from FIC, **dominated the strongly contested Drama category** with *Mad Men*. For the second consecutive year, the critically-acclaimed series took the top prize of **2009 Outstanding Drama Series** and the trophy for **Outstanding Writing for a Drama Series (Kater Gordon and Mathew Weiner, "Meditations in an Emergency")**. The ambitious show also took the honor for Outstanding Hairstyling for a Single-Camera Series.

Mad Men is a character-driven drama revolving around Don Draper, the biggest ad man in New York at a time when high-profile New York agencies wielded huge professional influence and personal manipulation. The series uncovers the complex lives of men and women of this era when sexual exploits defined the workplace, while exploring the truth beneath the guise of 1960's traditional family values.

The risqué FX drama series *Californication* also won its second Emmy this year for Outstanding Cinematography - Half-Hour Series. In 2008, the controversial show took home the top prize for Outstanding Directing – Half Hour Series.





Californication follows the famed novelist and New York City transplant Hank Moody. He relocates to LA after his acclaimed book was optioned, only to be disappointed when it later becomes a crappy romantic comedy. Since then, he is struggling to get his career back on track and raise his young daughter, all the while pining for his ex-girlfriend. With a refreshing sense of honesty and unapologetic candor, Hank enjoys life along with all the various vices – drink, drugs and women,

“FOX International Channels is thrilled to see our shows on FX receive such well-deserved recognition in this year’s Emmy Awards. As Asia’s largest international channel network, FIC will continue to leverage our close relationships with Hollywood studios to bring high-caliber international TV series to Asia,” says Sonia Jackson, Senior Vice President, Marketing, FOX International Channels Asia.

Soak in the winnings as FX brings you a special marathon in October with the latest Emmy® favorites - *Mad Men* and *Californication*.

Viewers in Southeast Asia can enjoy **Season 1 of both winning drama series back-to-back in a six-hour block starting at 7:00pm on 3 & 4 October 2009 and 10 & 11 October 2009.**

Mad Men is available on FX in Singapore (StarHub TV channel 87), Hong Kong (now TV Channel 524), Philippines (SkyCable), and Thailand (True IPTV). For more details, please visit <http://www.fxtvasia.com>.

About FX

FX is the edge of entertainment. It premieres award-winning, character-driven stories that resonate with its discerning audience, along with irreverent comedy, sophisticated drama, reality series and more. While pushing TV entertainment to a new level, FX is also enabling a new, alternative lifestyle in which viewers can be immersed in the FX experience via the Internet. FX broadcasts in Hong Kong, Indonesia, Malaysia, Maldives, Papua New Guinea, the Philippines, Singapore, Taiwan and Thailand in Asia, and can be experienced at www.fxtvasia.com.



FOX International Channels

FOX International Channels (FIC) is News Corporation's international multi-media business. It develops, produces and distributes 180 wholly- and majority-owned entertainment, factual, sports and movie channels across Asia, Latin America, Europe and Africa, in 34 languages. These networks and their related mobile, non-linear and high-definition extensions, reach over 400 million subscribing households worldwide. It also operates a global online advertising unit, .FOX, which specializes in online video and display, and four TV production houses. For more information, please visit <http://foxinternationalchannels.com>

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