

ARN EXTENDS CONTRACT FOR KIIS FM NATIONAL DRIVE HOSTS WILL & WOODY

17 May 2020 – ARN today announced it has extended the contract for KIIS FM national drive show hosts, Will McMahon and Woody Whitelaw for three years.

KIIS Network's national drive show *Will & Woody* launched in 2018 and the newcomers quickly gained a solid, loyal national audience who love their unique show full of laughter and fun antics.

Will & Woody are the equal #1FM Drive Show in Sydney and are the #2FM Drive Show nationally*. Every week they reach 1.4 million listeners across Australia**.

Of the contract extension, **Will McMahon** said: "I am just so grateful that we have an opportunity to keep doing what we're doing. Particularly in the current climate, it's an incredible show of faith from ARN and it does nothing but fill us both with confidence to continue to grow and perform together. Having said that, I'm under no illusion that we wouldn't be here without all the people that get around our weird radio show and behind the scenes, the support of our team, our families and friends. All in all though, I absolutely love Woods and the idea that it's a 'job' to hang out with him every day is absurd."

Woody Whitelaw added: "Absolutely thrilled to be putting off getting a 'real job' for another three years. It truly is a dream to be given the opportunity to spend every afternoon having fun with my best mate. Also super grateful for everyone who have been on the ride with us so far – you are the ones who bring the show to life and I can't wait to keep sharing the laughs with you all."

As well as sharing their personal stories and stitching each other up with hilarious on-air results, *Will & Woody's* innovative and creative approach to client partnerships have delivered heart-warming, fun and engaging content their audiences love.



From staging a 'Coffee Making Intervention' with Harris Coffee to show Aussies how they can make better coffees themselves, getting their mate Sophie Monk to show how fun a friendly game of tennis can be with Tennis Australia, and celebrating the 'most wonderful time for a beer' with Carlton & United Breweries at Christmas, *Will & Woody* have a unique ability to create engaging, fun content that brings client campaigns to life.

Most recently, *Will & Woody* launched their 'Help in Ruff Times' campaign in partnership with Ruffie Rustic Foods. As creators of delicious packaged meals, Ruffie is all about making life easier and more fun. Embracing this idea and with the country still on restrictions, *Will & Woody* will host a week-long concert series from May 25 with a live on-air performance by a well-known comedian or artist each evening from Woody's house.

ARN Chief Commercial Officer Pete Whitehead said: "*Will & Woody* deliver exceptionally creative client campaigns and integrations that engage audiences nationally across ARN's on-air, digital and on-demand audio offering. By working collaboratively with clients to gain a deeper understanding of their campaign vision, *Will & Woody* are able to find unique ways to bring brand messaging to life organically within their show. From staging a 'national coffee making intervention' with Harris Coffee – which scored them an ACRA nomination - through to their recently launched initiative with Ruffie Rustic Food to help people in 'Ruff Times', *Will & Woody* put their sense of humour, fun and genuine love of radio into every campaign execution to deliver outstanding results for clients and their brands."

ARN's National Content Director Duncan Campbell said: "*Will & Woody* have a unique connection and genuine chemistry of true best mates and that's what makes their show so compelling for our national audience. Since launching their show in 2018 as newcomers to a competitive drive show market full of household names, *Will & Woody* have consistently built momentum and delivered impressive results for the KIIS national network and have been the #2FM Drive Show nationally for the last three surveys. And this is only the beginning.

"*Will & Woody* continue to be a key part of ARN's strategy to deliver consistent, strong and engaging content across the KIIS National Network and are part of the vibrant and results-driven team who our audiences trust and love."

This announcement follows 2019's re-signing of four of ARN's top-rating Breakfast Shows – Sydney's KIIS 1065's *The Kyle & Jackie O Show* and WSFM's *Jonesy & Amanda in the Morning*, Melbourne's GOLD104.3's *The Christian O'Connell Show* and

Brisbane's 97.3FM's *Robin, Terry & Bob*, and this year's re-signing of KIIS 101.1's *Jase & PJ in the Morning*, as part of ARN's commitment to ongoing investment in Australia's best and most loved on-air talent.

Notes:

*Based on figures from GFK standard Drive Show 4-7pm time period.

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About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands

KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.2 million downloads of the app and over 1.6 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.
