



**Panasonic**

Official Worldwide  
Olympic Partner

**YAHOO!7**

Official online broadcaster of

Beijing 2008 

MEDIA RELEASE

## **Panasonic and Yahoo!7's Fanatic hops off to Beijing**

**Sydney, 7 July, 2008** – Panasonic and Yahoo!7 are pleased to announce and congratulate the winner of The Fanatic competition, Wayde Chiesa of Townsville, whose video entry saw him commentating on the toad races at Magnetic Island.

Launched in April, The Fanatic competition received more than 500 entries from would-be sports commentators vying for the title of Australia's biggest sporting Fanatic to become the face of Yahoo!7 at the Beijing 2008 Olympic Games. Many competition entries were filmed at Westfield and AMP shopping centres across Australia, with other entrants going to the extra effort of filming 'on the ground' at sporting events.

The celebrity judging panel, including Channel 7 sport reporters Matt White and Johanna Griggs, had the difficult task of selecting one winner from more than 500 passionate sports-lovers.

Winner Wayde Chiesa filmed his entry at Magnetic Island, known for its toad races. Wayde enthusiastically relayed the excitement and tension of the toad race; including interviews with the winning toad owner and the 'toadmaster' of the toad racing community.

As The Yahoo!7 Fanatic, Wayde will be heading to Beijing in August for a once-in-a-lifetime experience as Yahoo!7's roving reporter at the Beijing 2008 Olympic Games. Showcased on Yahoo!7, Wayde will file live daily stories, interview fans and give his "top Olympic moments" throughout the Games.

Wayde Chiesa was thrilled when given the news that he was off to Beijing as the winner of The Fanatic. "It is such an amazing opportunity to actually be 'The Fanatic'. I can't wait to experience the atmosphere and excitement of the Olympic Games in Beijing – thank you Yahoo!7 and Panasonic", he said.

Brad Smith from Whyalla Norrie was the lucky runner-up for his trackside entry 'Cycling Sprint'.

Wayde and Brad each receive a Panasonic High Definition Plasma Television valued at over \$5,000 for their great entries.

Panasonic wish Wayde all the best for his trip over to the Beijing 2008 Olympic Games, and look forward to following his stories and interviews over the course of the Games.

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#### **About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://yahoo7.com.au)) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven Network Limited (ASX: SEV) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.

#### **About Panasonic**

Through a comprehensive range of state-of-the-art audio-visual technology at the Games - from creating excitement with video screens and professional audio systems at Olympic venues, broadcasting systems used at the International Broadcasting Centre, through to Plasma TVs that allow viewers to enjoy the Olympic athletes' performance at home - Panasonic brings the passion and performance of the world's top sportspeople to spectators, wherever they are.

Panasonic is proud to support the Olympic Movement - which is aimed at promoting world peace through sports - as an Official Worldwide Olympic Partner in the Video and Audio Equipment category for more than 20 years since The Olympic Partner (TOP) Programme commenced for the Calgary Olympic Winter Games in 1988. Under the slogan of "Sharing the Passion," Panasonic will contribute to the success of the Olympic Games through its technology. Panasonic recently renewed its partnership with the International Olympic Committee for a further eight years to 2016.

For more information, visit: <http://panasonic.net/olympic/>

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