



Press Release

March 4th, 2010

Strong Australia announces Blokesworld Sponsorship

Strong Australia is pleased to announce sponsorship of the upcoming Blokesworld Hawaii series to air on Aurora from March 30th till August 2010. Program scheduling will be weekly on Tuesdays at 9.00pm, Saturdays at 10.30pm and Sundays 10.00pm and will feature footage from the 'Eddie Contest', 40 ft Waimea Bay and Pipeline Masters.

Strong products will feature in editorials and Product Road Tests throughout the series. **Strong** will also offer monthly viewer prize giveaways from the Blokesworld website (www.blokesworld.com)

Additionally **Strong** will participate in a major giveaway to celebrate the 250th Episode of Blokesworld scheduled to air as a 3 hour special during June. Adrian "Ado" Knox from **Blokesworld** said "The 2nd most important place for a bloke to sit after his car is the lounge; so it makes perfect sense to 'Pimp' your TV with a **Strong** DVR. We are excited to work with **Strong**."

About Strong Australia

Strong is a leader in High Definition digital television receiving equipment; including set top boxes and digital video recorders. **Strong** offers innovative, high quality receiving equipment for the Terrestrial and Satellite markets, supported by outstanding technical support and after-sales service. **Strong** products are available at all leading electrical and specialty retailers throughout Australia.

For more information, visit www.strong.com.au

Follow us on [twitter](http://twitter.com/STRONGTech) <http://twitter.com/STRONGTech>

About Blokesworld

Blokesworld was started by two guys who had a dream, to fulfil the TV demands of the fair dinkum Aussie bloke with dirt bike action, hot cars, tractors, trucks and girls in February 2003 and went national in 2004.

Blokesworld became an instant cult hit and has been viewed nationally in Australia and in USA. Now in 2010 **Blokesworld** trips off to Hawaii & Bali for their next adventures.

<http://www.blokesworld.com>