



Tahiti Tourisme North America - Average Joe Tahiti!

July 26, 2005

Tune in Tonight on NBC at 8:00 PM - Average Joe - Tahiti!

America's #1 network, NBC, will be airing the "Average Joe: The Joes Strike Back" episode shot in Tahiti and Moorea tonight at 8:00 PM!

[Tahiti Tourisme North America](#), [Radisson Plaza Resort Tahiti](#) and [Air Tahiti Nui](#) joined forces on this project for national, prime time exposure on America's number one network, NBC. With two full episodes shot on the islands of Tahiti and Moorea, there will be a total of 84 minutes highlighting the destination. Total air time value exceeds \$16-million USD in AVE (Advertising Value Equivalence, meaning if we had purchased that amount of advertising time on NBC in that time slot, the cost would have approximated \$16-million USD). Images of Air Tahiti Nui in flight, the Radisson Plaza Resort Tahiti, as well as many other locations on these two islands have been incorporated into the content of the show.

The three previous installments of "Average Joe" averaged a powerful **5.7 rating among adults 18-49** (equaling 5.8 million homes!), a 54 percent improvement over NBC's earlier series programming in that time period. "Average Joe" also outscored time-period rival "CSI: Miami" in several key upscale ratings categories, such as adults 18-49 living in homes with incomes of \$75,000 or more. The first edition of "Average Joe" finished as the season's #12 series among adults 18-49.



"Average Joe: The Joes Strike Back" - the newest and boldest installment of NBC's popular relationship series about average-looking guys with big hearts and great personalities hoping to win the love of a beautiful woman - premiered on Tuesday, June 28, with more twists, turns and conflicts than ever before.

The lively six-episode series will also include a romantic getaway to exotic Tahiti, surprise visitors for both the Joes and Anna, and the return of three of the most popular former "Average Joes" in the premiere to help coach the new Joes on their quest for love. This edition will also feature a totally new dynamic to help even the score for Joes everywhere: each week, one eliminated Joe will be chosen to get a whole new look and viewers will see what happens when the new Joes return looking their best.

Above text provided by NBC