



Canwest Television's *juiciest* specialty channel -
Slice™ is a woman's guilty pleasure.

MY VICE IS SLICE

WHY BUY SLICE™?

- Launched in March 2007 in over 6 million homes. Source: Remittance from Cable and DTH Distributors as at March 31, 2008
- **22% AMA growth** over summer - building momentum for the Winter launch.
- Slice's™ Canadian originals, some of the best in lifestyle television, offer **unique integration opportunities**.
- With a **highly addictive, unapologetic, and entertaining environment**, built around larger than life characters, Slice is everything women love to hate and secretly love to love!
- **Slice™ is the perfect accessory to any female buy:** a cost-effective way to reach younger women on-air and online, with shows that are relevant to their daily lives.

ABOUT OUR AUDIENCE...

- It is the **ultimate destination for women 18-49**, ranking in the Top 10 against this highly sought after demo. Source: BBM-NMR meter data September 1 - November 30, 2008, Mon - Sun 6a-6a
- Slice™ skews younger than the average age of TV audiences with an average viewer age of 40.
- Slice™ viewers are 90% more likely to be getting married, 43% more likely to be having a baby and 71% more likely to be purchasing a property in the next year.

WHAT VIEWERS WILL BE WATCHING THIS WINTER/SPRING...

With the introduction of themed line-ups in prime time, **programming flow will be strengthened**. Themes include: Fashion/Style, Relationships, Docusoaps, Weddings & Weight loss.

This season's juiciest programs include:

- **The Real Housewives of Orange County**
New Season
- **Kimora: Life in the Fab Lane***
New to Slice
- **Keeping Up with the Kardashians***
New to Slice
- **Til Debt Do Us Part**
New Episodes
- **Last 10 Pounds Bootcamp**
New Season
- **Project Runway Canada**
New Season
- **Rich Bride Poor Bride**
New Season

*To be supported with a Marketing Campaign.



project
RUNWAY



The Real Housewives
OF ORANGE COUNTY



Rich Bride Poor Bride

SLICE.CA

- Average unique visitors / month: **165,000**
(source: CoreMetrics, August - October 2008)
- Average time spent per visit: **8:00**
- Most popular sections: games, schedules, show sites & advice



For more visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities