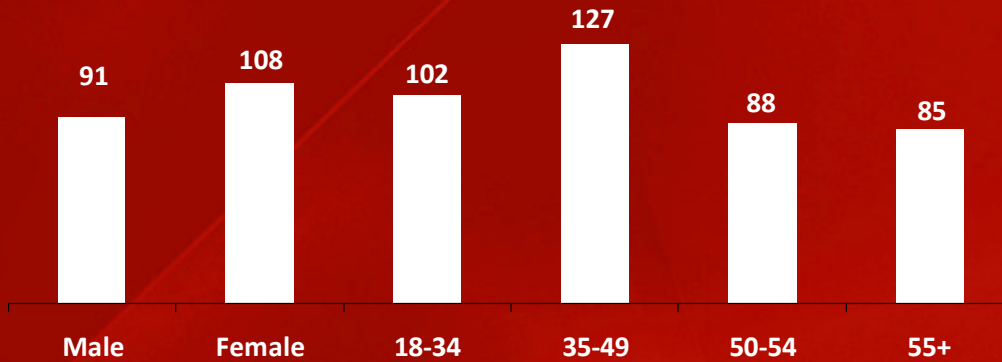


E! has the Viewers that you Need to Reach!



Age Profile of E! Viewers

%A18+ E! Viewers (Mo-Su 7p-11p) Indexed to Total TV Viewers (Mo-Su 6a-2a)
Fall 2008 STD (Sept 8-Oct5/08), Total CanadaBBM NMR Data



Qualitative Profile of E! Viewer

W18-49 E! Viewers(Mo-Su 7p-11p) Indexed to Total TV Viewers (Mo-Su 6a-2a)
Fall 2007 BBM Extended TV Diary Data, Total Canada



- E! viewers index 115 vs. the viewing population for key demo A18-49
- E! viewers have high household incomes, are white collar and have teens and children
- E! viewers are active consumers purchasing cars, extensive home renos and multiple vacations per year

E! has the Big Events to Reach your Target!

From **awards shows** and **holiday events**, to supporting programming such as **Red Carpets** and **Fashion Police**, to **online coverage**, E! has all of the big events covered top to bottom!

Event	Date	Event	Red Carpet Special	Fashion Police
Gemini Awards	Friday November 28 th , 2008			
Victoria's Secret Fashion Show	Wednesday December 3 rd , 2008			
Niagara Falls New Years Eve	Wednesday December 31 st , 2008			
People's Choice Awards	Tuesday January 6 th , 2009			
Golden Globe Awards	Sunday January 11 th , 2009			
SAG Awards	Sunday January 25 th , 2009			
Grammy Awards	Sunday February 8 th , 2009			
BAFTA Awards	Sunday February 15 th , 2009			
Academy Awards	Sunday February 22 nd , 2009			
Genie Awards	Monday March 2 nd , 2009			
Teen Choice Awards	Monday August 3 rd , 2009			
Primetime Emmy Awards	Sunday September 20 th , 2009			