



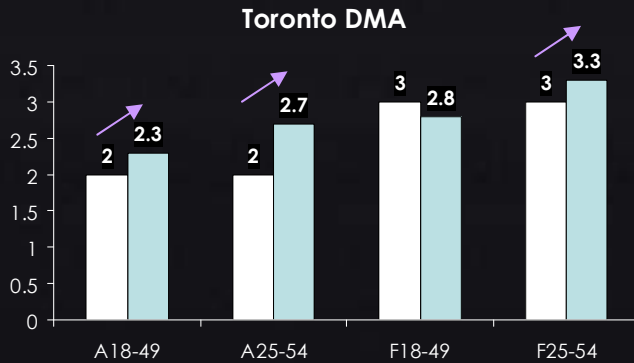
A CANWEST ORIGINAL SERIES:





HOWIE DO IT

Airing in Simulcast on NBC & GLOBAL an all new comedy series starring HOWIE MANDEL



With his signature brand of humour, Howie Mandel comes home with his new comedy series, *Howie Do It*. Co-commissioned by **Global** and **NBC**, this Canadian Original series was filmed on location in Ontario earlier this summer, and premiered in *simulcast* on the networks this past Friday. Overachieving in its first outing, *Howie Do it* saw promising levels of interest in Canada's largest and most robust market - Toronto.



-  Overachieved for A18-49 by **15%**
-  Overachieved for A25-54 by **35%**
-  Achieved projections for F18-49
-  Overachieved for W25-54 by **10%**

Howie and his team of professional pranksters take to the streets performing hoaxes and hilarious tricks on unsuspecting targets.

Check Howie and his team causing trouble in the *Howie Do It* video online @ Canwest.com

