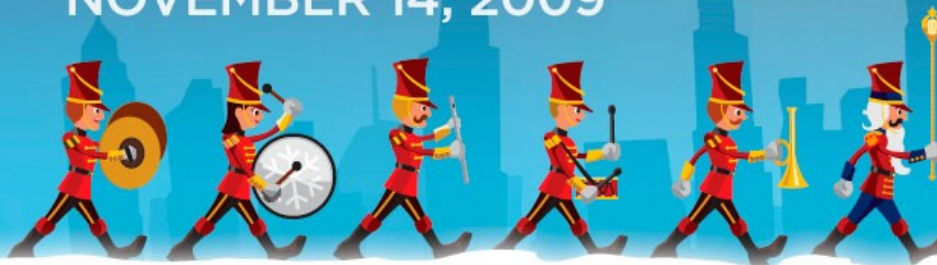


NOVEMBER 14, 2009

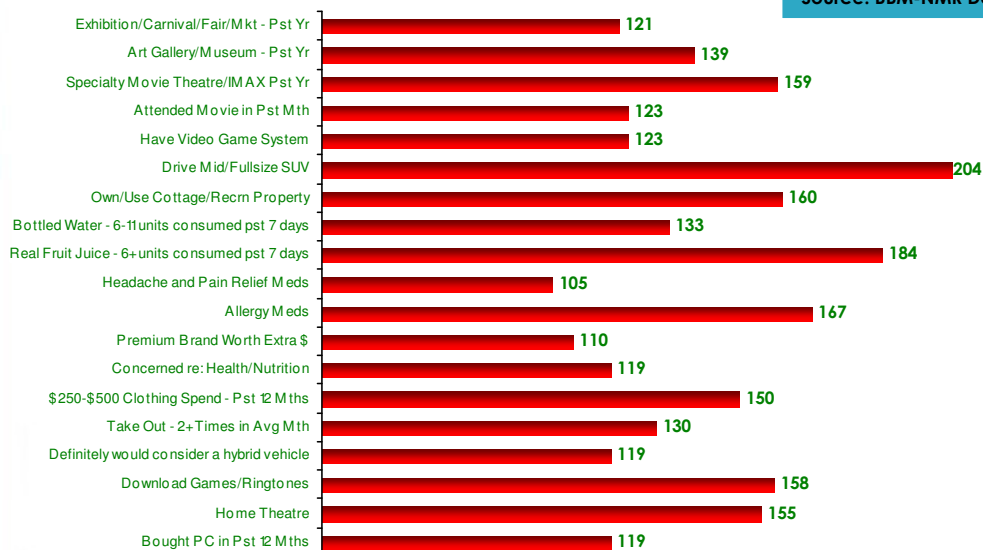


Toronto's **Santa Claus Parade** is the longest running children's parade in the world and is broadcast **across North America** and as far away as New Zealand, Norway and Ireland. The first Santa Claus Parade took place in 1905 as a publicity stunt to herald Santa's arrival at the Eaton's store, and more than 100 years later, it's now the **world's largest Christmas parade!** Join Global on **Sunday November 15**, as families tune in to watch this annual tradition!

Consumer Profile - Santa Claus Parade
 % W25-54 Composition Indexed to TV population
 Fall 2008 - BBM Extended Diary Data / English Canada

21% of W25-54 viewers of the Santa Claus Parade are watching with Children 2-11!

Source: BBM-NMR Data (FL08) /English Canada



Santa Claus Parade viewers are 21% more likely than the average TV viewer to attend exhibitions, carnivals, fairs or markets!

These viewers are also likely to participate in other family-friendly activities like going to IMAX movies and museums.

They are more likely to shop for products like video games, SUVs, bottled water, fruit juice and pain relief medication