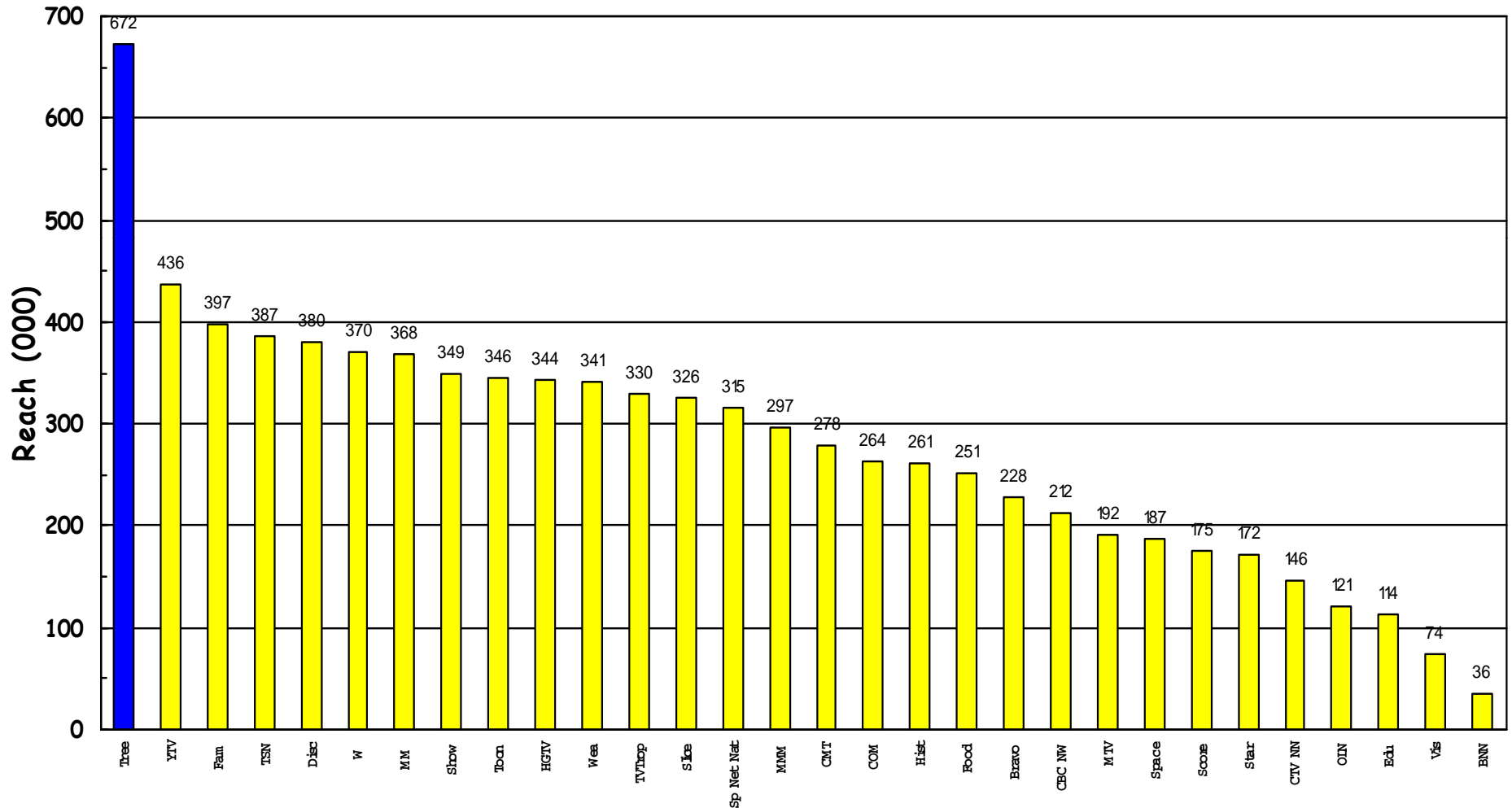


SPECIALTY NETWORK TRENDING

Fall 2008

AVERAGE WEEKLY REACH
Women 18-49 w K 0-5



Source: BBM NMR, Fall08 (September 1, 2008 - December 21, 2008 - 16 weeks), Canada Balance Monday to Sunday 6am-6am - 1 minute reach qualifier.

