

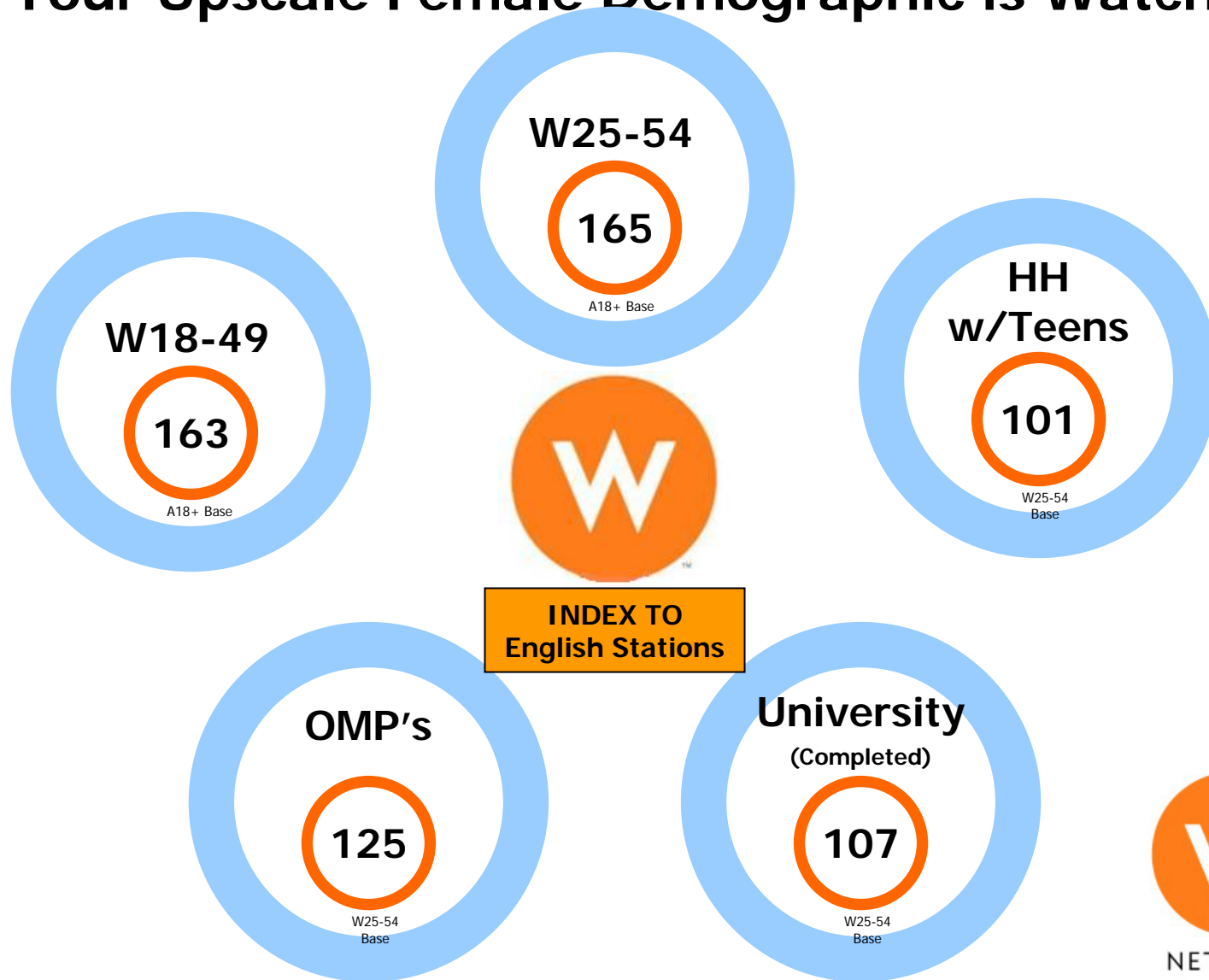


NETWORK

W Network Viewer Profile

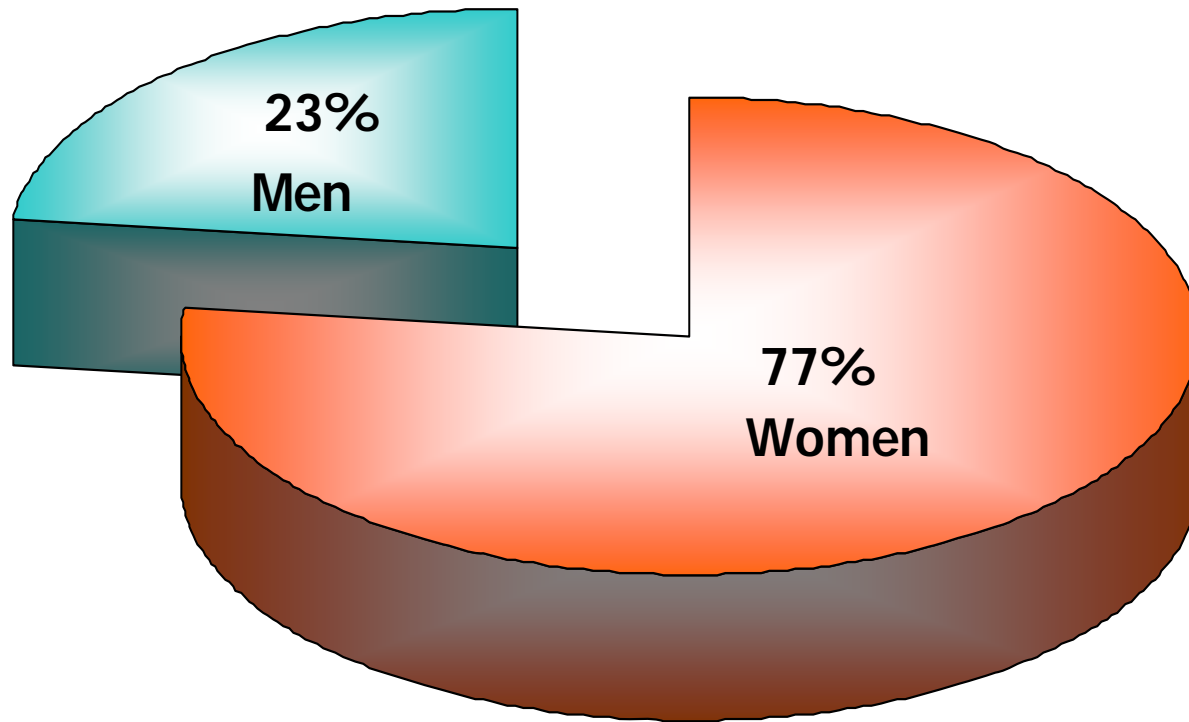
W Network Viewer Profile

- Your Upscale Female Demographic is Watching W



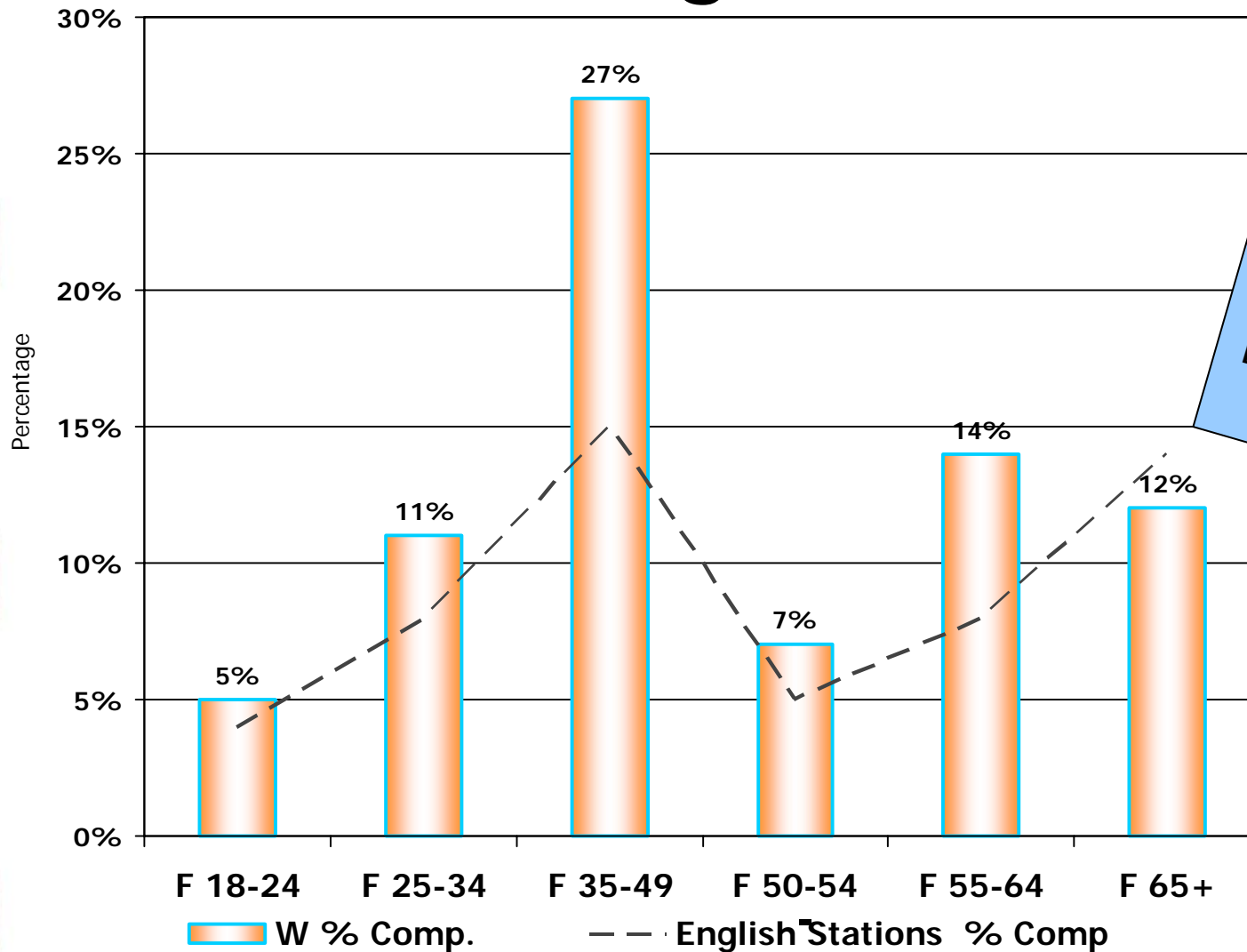
Women Dominate W's Audience

77% of W's Audience is Comprised of Women*



W Network Viewer Profile

Age

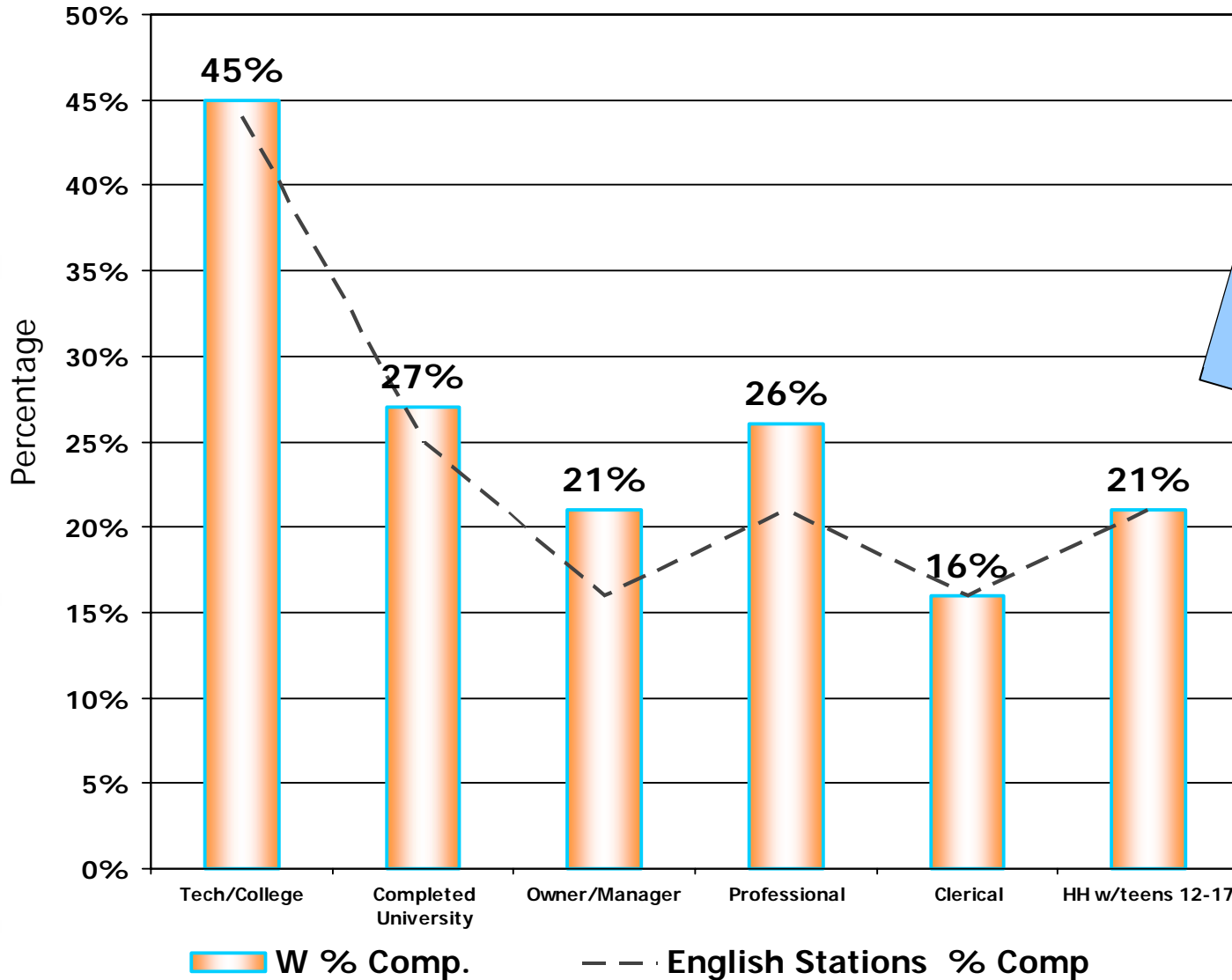


W Network's W35-49 Audience Indexes at 180 to Overall English Stations Viewing



Source: BBM Nielsen Media Research. Aug. 27/07 – May 25/08. M-Su 6a-6a, Viewers 18+, Total Canada, W Network AMA vs. English Stations AMA

W Network Viewer Profile



W Network Viewers are Well Educated and have OMP Careers



Source: BBM Nielsen Media Research. Aug. 27/07– May 25/08. M-Su 6a-6a, W25-54, Total Canada, W Network AMA vs. English Stations AMA