





A&E

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A&E® is a premier entertainment network offering viewers the best of drama, justice, original movies and real life series. *The Sopranos*, *CSI: Miami*, *Criss Angel Mindfreak*, *Gene Simmons Family Jewels*, and *The First 48* are just some of the first-rate programs on A&E schedule.

NETWORK PROGRAM FORMAT

Local Avails: 2-one minute local avail breaks per hour

Times: Avail break #1-Between :10 and :20 minutes past the hour
Avail break #2-Between :40 and :50 minutes past the hour
Exception: 5am-7am ET breaks at :29 and :59 past the hour

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 96.1 million
Source: Nielsen Media Research, December 2007

Service Type: Basic

Satellite Feed: Dual

Launch Date: February 1984

Ownership: A joint venture of the Hearst Corporation, ABC, Inc. and NBC

BENEFITS TO ADVERTISERS

1. Four consecutive years of primetime growth (2004-2007) with key advertiser demos A25-54, A18-49, and A18-34.
2. Dramatically improved younger demo impressions with launches of successful original series.
3. Cross platform opportunities for advertisers to promote products across various media..

Sources: Nielsen Media Research: Primetime M-Su 8P-11P, 2003-2006 by year, Live data.



RESEARCH

VIEWER TARGETED

Women: 25-54 impressions +14% and W18-49 impressions +13% vs. 2006.
Adults and Male demo impressions grew up to +10% vs. 2006.

Source: Nielsen Media Research, M-Su 8P-11P, 2007 TD vs. 2006 (01/01/07-10/29/07 vs. 12/26/05-12/32/06). Live data.

VIEWER PROFILE

A&E viewers are...Getting younger!

Prime Average Median Age 45
 Down 16 years from August 2003 - November 2007

Source: Nielsen Media Research, August 2003-November 2007.

VIEWER LIFESTYLE

Indexed to U.S. Adults 18+

| | A&E Viewer |
|--|---------------------------|
| Current value of mutual funds/stocks \$50K-\$150K | 126 |
| Total value homeowner's insurance \$300K-\$500K | 124 |
| Spent \$5,000+ total on domestic travel | 123 |
| Spent \$2,000+ on all home improvements | 123 |
| 3+ foreign trips in past 3 years | 121 |
| Spent \$30,000-39,000 on any vehicle | 120* |
| Spent \$500+ on watches | 120 |
| Spent \$1,500+ on fine jewelry | 119 |
| Home value \$400K-\$500K | 118 |
| Spent \$30,000+ on any vehicle | 117 |
| Home remodeling spent \$7500+ | 116 |
| Dined at a family restaurant / steakhouse 4+ times in past month | 116 |
| Total value homeowner's insurance \$500K+ | 114 |
| Spent \$2,000+ on most recent PC | 111 |

Source: MRI Spring 2007; Base: Adults 18+; All activities are within past 12 months unless otherwise noted.

*How to read: A&E viewers are 20% more likely than the average U.S. adult to have spent \$30,000-39,000 on any vehicle in the past year.

VIEWER DAYPART VIEWING

| DAYPART | | | VPVH | | |
|---------|---------|--------|--------|--------|--------|
| | | | A18-34 | A18-49 | A25-54 |
| Prime | Mon-Sun | 8p-11p | 290 | 617 | 625 |
| Daytime | Mon-Fri | 8a-8p | 190 | 523 | 553 |
| Weekend | Sat-Sun | 7a-8p | 253 | 597 | 629 |

Source: Nielsen Media Research: 01/01/07-10/28/07; M-Su 8-11pm, M-F 8a-8p, S-Su 8a-8p. Live data.



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PROGRAMMING

PROGRAMMING GENRES: Drama, Entertainment, Real-life, Documentary

VIEWER TARGETED PROGRAMMING

Women 18-49, Men 18-49, Adults 18-49:

Criss Angel Mindfreak, Gene Simmons Family Jewels, Intervention

Adults 25-54, Men 25-54: *The Sopranos, The First 48, Cold Case Files*

W25-54: *CSI: Miami, Intervention*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Criss Angel Mindfreak - Master of illusionist Criss Angel, aka. "The Mind Freak", transcends tradition. Criss takes the piercing mystery of his act to the streets and his public demonstrations blur the line between reality and illusion.

Flip This House - An extreme home makeover with a twist! **A&E** follows a small underdog real estate company as they purchase the most rundown house on the block. The company performs an extreme home makeover in an attempt to turn a profit and improve whole the neighborhood.

Gene Simmons Family Jewels - What do you get when you combine Gene Simmons - the consummate rock star/millionaire, and Shannon Tweed - a former Playboy Playmate? You get a loving family with two well-adapted teenage children.

Intervention - A&E presents an emotionally gripping new series in which people confront their darkest demons and hopefully find a route to redemption.

Paranormal State - This original real-life series shadows Penn State University college student Ryan Buell and other members of the Paranormal Research Society (PRS), as they works on cases that illuminate the darkest areas of the unknown.

Parking Wars - This series profiles everyday people on the front line of the Philadelphia Parking Authority. It's a first hand, and decidedly playful, look at what happens when the citizens of Philadelphia come face to face with the PPA.

The First 48 - For homicide detectives the clock starts ticking the moment they are called. Their chances of solving a murder are cut in half if they don't get a lead in the first 48 hours. Each passing hour gives suspects more time to flee, witnesses more time to forget what they saw, and crucial evidence more time to be lost forever.

The Sopranos® - It's not too late to join The Family-- Tony Soprano's family, that is. The layers of Tony's life unravel in the therapist's office, in his own home and in his role as NJ mob boss. This powerful drama goes deep into tony's psyche to produce one of the most critically acclaimed series of all time.



A&E

LEADING NATIONAL ADVERTISERS

| | |
|-----------------|------------------|
| AT&T | MasterCard |
| Citibank | Pfizer |
| Ford | Procter & Gamble |
| Geico | SC Johnson |
| General Motors | Warner Brothers |
| GlaxoSmithKline | |

NETWORK CONTACTS

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EVP, Distribution
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National Ad Sales

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P:(212) 210-1440
F:(212) 210-9118
F:(212) 949-6915

Chicago

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Affiliate Sales

P:(212) 210-9063
F:(212) 210-9118

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F:(312) 819-1997

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F:(404) 816-5484

P:(310) 286-3000
F:(310) 286-7116

WEBSITE INFORMATION

Consumer Website: www.aetv.com
Affiliate Website: www.aetnjustclick.com
National Ad Sales Website: www.aetnadsales.com