





LIFETIME MOVIE NETWORK

LIFETIME MOVIE NETWORK (LMN) is the "gotta have" movie destination for women. Ranked as the #2 network with women behind Lifetime, LMN showcases and celebrates movies, taking women on the ultimate entertainment ride. Whether they come for a break from the mundane or an escape from the stress of everyday life, LMN is a thoroughly addictive thrill that keeps movie-lovers engaged and involved. Offering new originals every month, exclusive features no one else has and access to the biggest and brightest Hollywood stars, LMN is the 24/7 programming source our viewers just can't get enough of. Once they tune in, it's near impossible to change the channel! Lifetime Movie Network - Can't get enough movies.

NETWORK PROGRAM FORMAT

Local Avails:	Provides 48-one-minute local avails per 24-hour day.
Times:	2-one-minute avails will "float" in each hour of the day. At all times, local avail breaks will be separated by at least one program segment.
Insertion Hours:	24 hours per day, 7 days a week

NETWORK INFORMATION

Subscribers:	58.5 million <small>Source: Nielsen Media Research, October 2007</small>
Service Type:	Basic, Digital
Satellite Feed:	Dual
Launch Date:	June 1998
Ownership:	50% Disney/ABC, 50% Hearst

BENEFITS TO ADVERTISERS

Lifetime Movie Network is one of the only networks dedicated to a variety of movie genres, 24 hours a day, 7 days a week. By packaging Lifetime Movie Network with Lifetime, advertisers have the powerful combination of the #1 and #2 networks for women.

Source: NMR 1/1/2007-9/23/2007

1. LMN ranks among the Top 10 ad-supported cable networks among W18+ and W25-54 in Total Day.
Source: Nielsen Media Research, 1/1/07-9/23/07
2. LMN has the longest length of tune in Primetime than any English language broadcast or ad-supported basic cable network among W18-34 (22.1), W19-49 (24.1).
Source: Nielsen Media Research, 1/1/07-9/23/07
3. LMN equaled or out-rated 49 ad-supported basic cable networks in Total Day.
Source: Nielsen Media Research, 1/1/07-9/23/07



LIFETIME MOVIE NETWORK

RESEARCH

VIEWER TARGETED

Women: 18-49, 25-54

Persons: 18-49, 25-54

VIEWER PROFILE

Female Audience*	72%	Working Women	59%
Male Audience*	28%	HH with Children	46%
Median Age (Women)	44	Attended/Graduated College	48%
Mean Household Income	\$59,882		

Source: MRI Doublebase 2007 (Base: W18+), *Base: Adults 18+

VIEWER LIFESTYLE

LMN Viewers - Women 18-49

PC/Internet

90% of LMN viewers have internet access. Compared the average F18-49, they are more likely to:

- Play online games (33%)
- Look for employment (27%)
- Visit a chat room (24%)
- Download music (9%)

Fine Jewelry

- LMN viewers are 21% more likely than the average F18-49 to spend \$1,500+ on fine jewelry in the last year.
- Compared to the average F18-49, they were 19% more likely to purchase 3+ pairs of earrings and 13% more likely to purchase 3+ necklaces.

Auto

- LMN viewers are 19% more likely to have leased their most recent vehicle.
- 41% more likely to buy a minivan (intent).
- 35% more likely to buy a used or pre-owned vehicle (intent).
- 16% more likely own a truck.

Home Entertainment

LMN viewers are 10% more likely than the average F18-49 to have bought a HDTV set. They are also more likely to:

- Own a giant TV (18%)
- Own a Xbox (12%)
- Purchase a home entertainment center (intent) (31%)

Source: MRI Doublebase 2007, Base: W18-49

DAYPART VIEWING

LMN has a broad range of programming that appeals to all women.



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PROGRAMMING

PROGRAMMING GENRES: Comedy, Drama (General), Movies, Women

VIEWER TARGETED PROGRAMMING

Movies on LMN appeal to the most sought after demographics: **Women** 18-34, 18-49, Working Women and **Adults** 18-49, 25-54

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

LMN is dedicated to bringing women the movies they love that reflect their diverse and complex lifestyles 24 hours a day, 7 days a week.

LMN brings the big name stars to the network whom women have come to know and love such as:

- Demi Moore
- Queen Latifah
- Jennifer Love Hewitt
- Mira Sorvino

LMN Original: Movies that give women more reasons to stay glued to their seats including:
"The Unquiet" starring Cara Buono

Romance: LMN is the place to find all the timeless romance including:
"Indecent Proposal" starring Demi Moore
"A Piece of My Heart" starring Piper Perabo

Comedy: LMN is fun-filled with a variety of comedies including:
"The Truth About Love" starring Jennifer Love Hewitt
"Lucy 7" starring Kimberly Williams-Paisley

Suspense Thriller: LMN has a great line-up of suspense and mystery every month including:
"First Born" starring Elizabeth Shue
"The Marsh" starring Gabrielle Anwar

Drama: Look no further for poignant, emotional dramas including:
"Nightmare" starring Haylie Duff
"St. Elmo's Fire" starring Demi Moore

Miniseries: Transport yourself to another time and place...LMN's exciting miniseries take you anywhere you want to go including:
"The Capture of the Green River Killer" starring Sharon Lawrence
"Human Trafficking" starring Mira Sorvino



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LEADING NATIONAL ADVERTISERS

20th Century FOX Film Corporation	DISH Network	Nestlé Corporation
AARP	Education Direct	New York Life Insurance
Allstate Insurance Co.	e-Harmony.com	Novartis
Bally's Total Fitness Membership	ET Brown	Nutri System
Campbell's Groceries	GlaxoSmithkline	Procter & Gamble
Coca Cola	Johnson & Johnson	Quicken
CreditGuard of America	Kellogg Company	Reckitt Benckiser
Curves for Women	Kraft	Support Kids
Dell Computers		

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.lmn.tv
Affiliate Website: www.lifetimeconnection.com
National Ad Sales Website: www.lifetimesales.com