

CAB CABLE NETWORK PROMOTION CALENDAR 1-6/06

1 Time & Area Locked
These promotions are specific in both time/date and location. Contact network for schedule details.

2 Time Locked
These promotions occur at a certain time and/or during a specific week or season of the year.

3 Generic/Evergreen
These are "off-the-shelf" promotions to be used on an as-needed basis throughout the year.

contact networks for details and limits on participation

FIRST QUARTER 2006 SECOND QUARTER 2006

JANUARY FEBRUARY MARCH APRIL MAY JUNE

<p>abc family Jennifer Stokes 818-569-4896 jennifer.stokes@disney.espn.com</p>	Drive Away With ABC Family					
	Network Taggable Spots					
<p>For your regional rep, log on to www.aetnjustclick.com</p>	New Series: Rollergirls					
	Taggable Programming, Spanish & Holiday Spots • :15/:15 Top Series Taggables • Advertiser Appreciation Program					
<p>Kathy Newberger 917-542-6302 knewberger@rainbow-media.com</p>					AMC Original Movie Event	
	Taggable Tune-in Spots • Advertiser Appreciation Program • Date Night Promotion					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>					Animal Planet Expo	
	Be A Hero Charitable Campaign					
Anywhere, Anytime Promotion - Costume Characters & Cardboard Cutouts • Taggable Tips • Animal Planet Rewards Program						
<p>For your regional rep, log on to mtvn.com</p>	Celebration of Gospel		BET Block Party Off the Shelf Promotion			
	106 & Park Off the Shelf Promotion • Taggable Tune In Spots - BET • Taggable Tune In Spots - BET Jazz					
<p>Lisa Morgan 404-350-2509 lmorgan@blackfamilychannel.com</p>	On The Road With The Thousand Dollar Bee					
	Black History Month					Black Music Month
Taggable Tune-In Spots • This Day In Our History Vignettes • Living In The Black Financial Minutes						
<p>watch what happens For your regional representative, log on to www.nbcunicable.com</p>	Top Chef - LAS Promotion					
	Taggables					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>					The Life & Times of Juniper Lee - Promotion	
<p>For your regional rep, log on to mtvn.com</p>	Miss America			CMT Music Awards		
	CMT Cross Country Tour • CMT Treat Me Like A Country Star • Solicitation Spots • Taggable Spots • CMT One Country					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>						Anderson Cooper 360° Promotion
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>		Nancy Grace - Promotion				
<p>For your regional representative, log on to www.nbcunicable.com</p>	Booyah - LAS Promotion					
	Taggable Spots					
<p>For your regional rep, log on to www.mtvn.com</p>	Local Ad Sales Cross Channel Opportunities					
					The Comedy Central Roast	
Comedy Central Live Tours • The Daily Show "Inside Source" Sweepstakes • Comedy Central "To Go" Live • Comedy Kickback • Sponsorable Spots						
<p>Alex Hills 212-973-7928 hillsa@courttv.com</p>				Taggable Consumer Tips		
	Psychic Detectives "Psych Out" Events - Real Psychic(s)					
Digital Fingerprinting Days • Unexpected Heroes • Taggable Safety Tips						
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Anywhere, Anytime Promotion • Costume Characters & Cardboard Cutouts • Taggable Tips • Discovery Channel Rewards Program					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>	Anywhere, Anytime Promotion • Taggable Tips • Discovery Health Channel Rewards Program					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	DIY Tools For Thought • Taggable Tune-In Spots • DIY Local Sponsor Static Clings					
<p>Jamie Cherlin 215-667-2514 jamie_cherlin@comcast.com</p>	Live From The Red Carpet: Golden Globes	Live From The Red Carpet: Grammy's	Live From The Red Carpet: Academy Awards			
	Lisa Loeb - "# 1 Single" Series Taggable Spots					Summer Splash Taggable Spots
Red Carpet Incentive: Academy Awards Affiliate Promotion						
Taggable Tune-In Spots • Dr. 90210: Dr's Orders • Advertise on Cable (E!)						
<p>Boston Neary 860-766-4269 boston.neary@espn.com</p>	WX					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>	Are You Living Like You Mean It? • Taggable Tune-In and "Essentials" Spots					
<p>Michael Van Bergen 240-662-2861 michael_van_bergen@discovery.com</p>	Anywhere, Anytime Promotion • Taggable Tips					

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JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
 For your regional director, please visit affiliate. scrippsnetworks.com		Iron Chef America Secret Decoder Game			
		The Next Food Network Star			
Food Network eyeQ • Taggable Tune-In Spots • Trivia/Tip Vignettes • Food Network Recipe/Tip Cards					
 Kristen Reick 212-324-3403 kreick@fuse.tv		Fusebowl		100% Marathon	Number 1 Countdown Start To Summer
		Dedicate Live Valentines Day Special	Amplified Guide to Spring		Amplified Guide to Summer
Daily Download Customized Promotions • Daily Download "Fuse Flix" Movie Segments • Daily Download "Fuse Pix" Video Game Segments Daily Download Clothing Tie-ins via VJ Wardrobing • Customized On-Air, Online & Mobile Sweepstakes, Contests, Polls & Quizzes					
 Christine Tai 310-369-0859 christine.tai@foxcable.com		FX Originals			
 Lauren de la Fuente 310-979-5035 ldela Fuente@g4media.com		CES (Consumer Electronics Show)			E3 (Electronic Entertainment Expo)
					Formula D
Taggable Tune-In Spots					
 Jamie Cherlin 215-667-2514 jamie_cherlin@comcast.com		Mutual Of Omaha Drive, Chip & Putt			
			Big Break V: Hawaii		U.S. Open Week on The Golf Channel
 Dennis Wald 310-255-6847 dwald@gsn.com				Masters Week on The Golf Channel	
		GSN Affiliate Rewards			
Spin To Win Events • GSN Rewards • Taggable Tune-In Spots					
 Rita Caprino 212-445-6653 ritacaprino@hallmarkchannel.com		Valentine's Day Celebration		Mother's Day	Father's Day Event
		Inside Story Vignettes			
You Should See What's On HGTV • HGTV Local Sponsor Static Clings • Taggable Tune-in and Tip Spots					
 For your regional director, please visit affiliate. scrippsnetworks.com					Special Presentation: True Caribbean Pirates
		Taggable Programming, Spanish & Holiday Spots • :15/:15 Top Series Taggables • Save Our History • Advertiser Appreciation Program			
 Fannie Hung 310-556-7588 hung@lifestimetv.com					
		Lifetime Movie Network Taggables • Lifetime Movie Network Advertiser Appreciation Program • Lifetime Movie Network Advertiser Solicitation Taggables			
 Fannie Hung 310-556-7588 hung@lifestimetv.com		The "I Do" Diaries	New Season Launch	Stop Violence Against Women	
					New Season Launch
Lifetime Original Movie Taggables • Lifetime Original Series Taggables • Lifetime Advertiser Appreciation Program • Lifetime Advertiser Solicitation Taggables					
 For your regional representative, log on to www.nbcunicable.com		Taggables			
					MTV Movie Awards
Times Square Studio Tour Promotions					
 For your regional rep, log on to mtvn.com		MTV2 \$2 Bill Concert Sweepstakes			
NGC's High Speed Data Campaign					
 Christine Tai 310-369-0859 christine.tai@foxcable.com					
		Nick at Nite's Trivia Contest • Family Table Sponsorship Spots			
 Nia Fairweather 212-846-5629 nia.fairweather@mtvn.com		Dora Live Tour 2006			
		Kids' Choice Awards 2006			
SpongeBob SquarePants Photo Splash • Fairly OddParents Photo Land • Nickelodeon Costume Character Program • Nick LIVE • GameLab En Vivo					
 Jamie Cherlin 215-667-2514 jamie_cherlin@comcast.com				NHL Stanley Cup Promotion	
Race Weekend					
 Sheila Anderson 951-699-6991 sanderson@outdoorchannel.com		Win Your Own Fishing Show			
				Motor Moose Visits	
Outdoor Channel Excursions • Great Idea Giveaway					
 Michelle Niven 214-706-0763 mniven@oxygen.com		Campus Ladies			
		Fight Like A Girl : Self Defense Classes for Women • Athlete Of The Month Promotion • Oh! Style Fashion Tips • Oh! Home Style Decorating Tips Oh! Sense Financial Tips • Real Weddings From The Knot Tips • Taggable Spots for Programming Events • Oh! Fitness Tips			



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JANUARY FEBRUARY MARCH APRIL MAY JUNE

<p>Doug Dickstein 323-543-2734 ddickstein@sltv.com</p>						
	Taggable Spots • Promotion-In-A-Box					
<p>Jennifer Stokes 818-569-4896 jennifer.stokes@disney.espn.com</p>					SoapNet Daytime Emmys	
	Soap Talk In Paradise					
<p>For your regional representative, log on to www.nbcunicable.com</p>						Eureka - LAS Promotion
	Taggable Spots • Screening in a Box					
<p>For your regional director, please visit affiliate. scrippsnetworks.com</p>						
	Taggable Tune-In Spots					
<p>Christine Tai 310-369-0859 christine.tai@foxcable.com</p>						Ultimate NASCAR Ticket
<p>For your regional rep, log on to mtvn.com</p>		King of Vegas		Autorox		Blade (Spike Original Movie)
				Joe vs. Pros		
Sponsorship Spots (ie. Powerblock (Automotive), Fresh Baked Video Games, TNA IMPACT Wrestling, Films of Fury, Game Head, Slammin' Saturday Night, MXC, CSI) * Programming subject to change						
<p>Jamie Cherlin 215-667-2514 jamie_cherlin@comcast.com</p>		Style's Everyday Runway Report				
						Style Wedding Tips
						Style's Wedding Party: Affiliate Incentive
Taggable Tune-In Spots • Style Tips						
<p>Jeff Rosenberg 212-210-5950 jrosenberg@tribune.com</p>		Super Bowl Sunday Marathon: Moesha	"24" Weekend Marathon			Ultimate Arena Paintball
			Black History Month	Academy Awards Special		
NBA Basketball (Featuring Chicago Bulls)						
			Chicago Cubs & White Sox Baseball			
Advertiser Sponsorable Comedy Blocks/Weekends/Movies/Special Events						
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>			Tomb Raider: Cradle Of Life Network Television Premiere			Cheaper By The Dozen Network Television Premiere
<p>Faye Walker 310-314-9428 fwalker@thetennischannel.com</p>						
	Best Seat in the House Promotion • Kids' Day Clinic • Meet Your Match Singles Mixer					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>						
	Anywhere, Anytime Promotion • Costume Characters & Cardboard Cutouts • Taggable Tips • TLC Rewards Program					
<p>Amy Rife 404-878-0205 amy.rife@turner.com</p>	SAG Awards on TNT - Promotion				TNT Playoff Payoff - Promotion	Nightmares & Dreamscapes - Promotion
					Avenger - Original Movie Premiere	
<p>Jennifer Stokes 818-569-4896 jennifer.stokes@disney.espn.com</p>	Toon Disney Hidden Heroes Instant Win Game					
	Network Taggable Spots					
<p>Michael Van Bergen 240-662-2861 Michael_Van_Bergen@discovery.com</p>						
	Anywhere, Anytime Promotion • Costume Characters • Taggable Tips • Travel Channel Rewards Program					
<p>Rich Millar 610-293-4811 rich.millar@tvguide.com</p>	Joan & Melissa Live					
	Advertiser Appreciation • TV Guide Specials • TV Watercooler • The 411 • Ready, Set, Change					
<p>Greg Clark 212-846-4383 greg.clark@mtvn.com</p>	2006 TV Land Awards					
	Family Table Sponsorship Spots • TV Land's Prize Wheel • TV Land's Trivia Theme Song Contest • TV Land's Fan Cam					
<p>Mark Miller 212-664-2208 mark.miller@nbcuni.com</p>		Westminster Kennel Club Dog Show				AFI Awards
			Olympics			Original Series Premieres
Show Us Your Character Promotion						
Monday Night Raw • Tuesday Movies • Ready For The Weekend Movie • Before And Afternoon Movie • Sunday Movie						
<p>For your regional rep, log on to mtvn.com</p>			Rock And Roll Hall Of Fame			
	Variety of Sponsorship Spots (Celebrity, Hogan Knows Best, Celebrity Fit Club, The Surreal Life and more) Note: All programming is subject to change					
<p>Alex Dombrovich 770-226-2850 adombrovich@weather.com</p> <p>Brent Brackin 770-226-2422 bbrackin@weather.com</p>		Weatherscan Incentive Program	Weekend View			
		It Could Happen Tomorrow				
Weatherscan Incentive Program • Weather Wall Event • SafeSide • Back To School Book Covers • Advertiser Appreciation Program						
<p>Kathy Newberger 917-542-6302 knewberger@rainbow-media.com</p>						Bridezillas Promotion
	Taggable Tune-in Spots • Advertiser Appreciation Program					