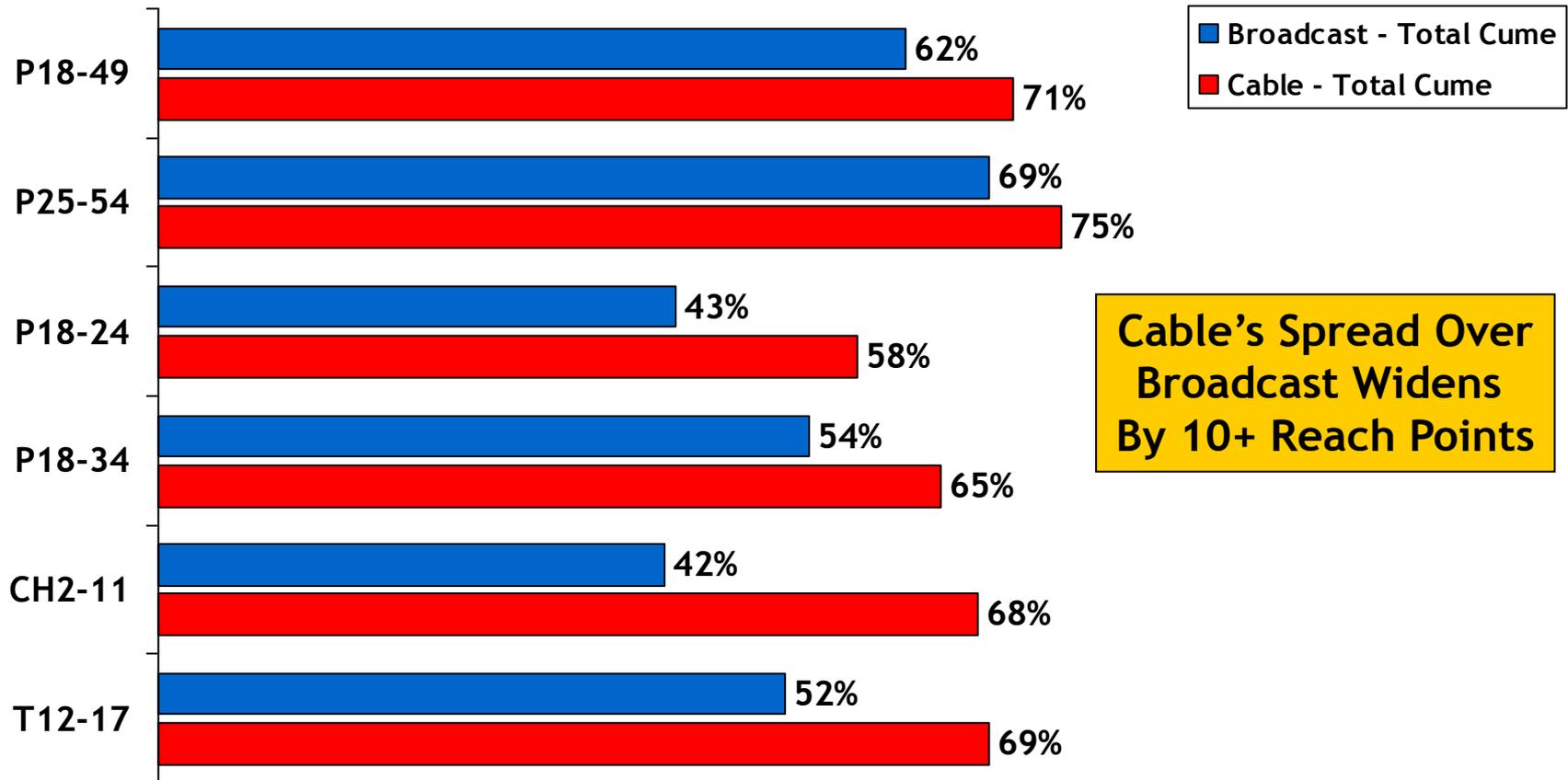


# During A Sweeps Month, Ad-Supported Cable Surpasses Broadcasts' Reach-Ability Across All Major Buying Demos

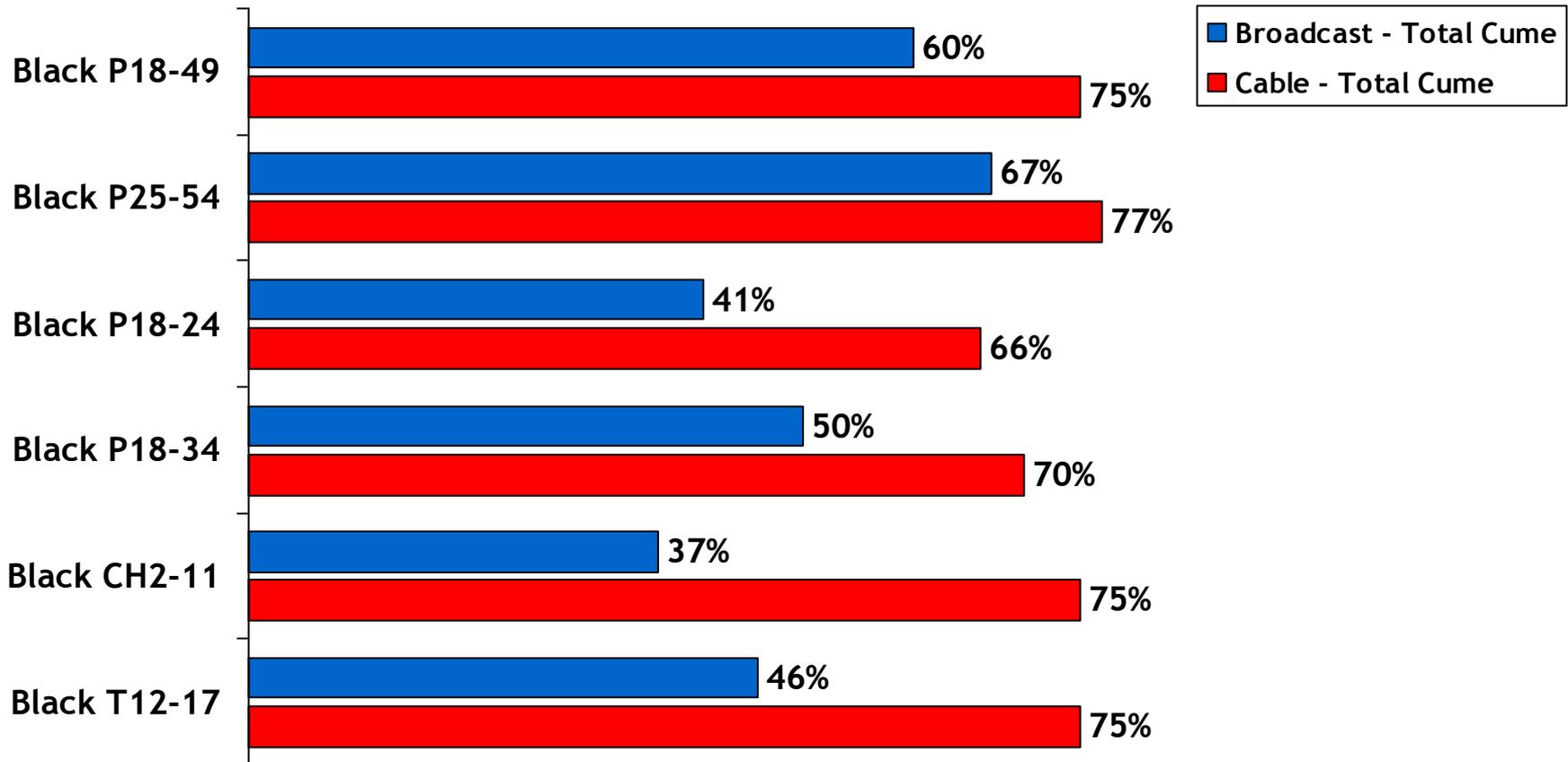
Sweeps Month - February 2012  
(Composite)



Source: Nielsen N-Power 2/12; 1-spot each mid minute of quarter hour Primetime; Broadcast 6-net, Total reportable ad supported Cable; avg. 4 weeks in Feb together. Live+7 primary reach.

# Among Blacks, Ad-Supported Cable Surpasses Broadcast By More Than 10 Reach Points

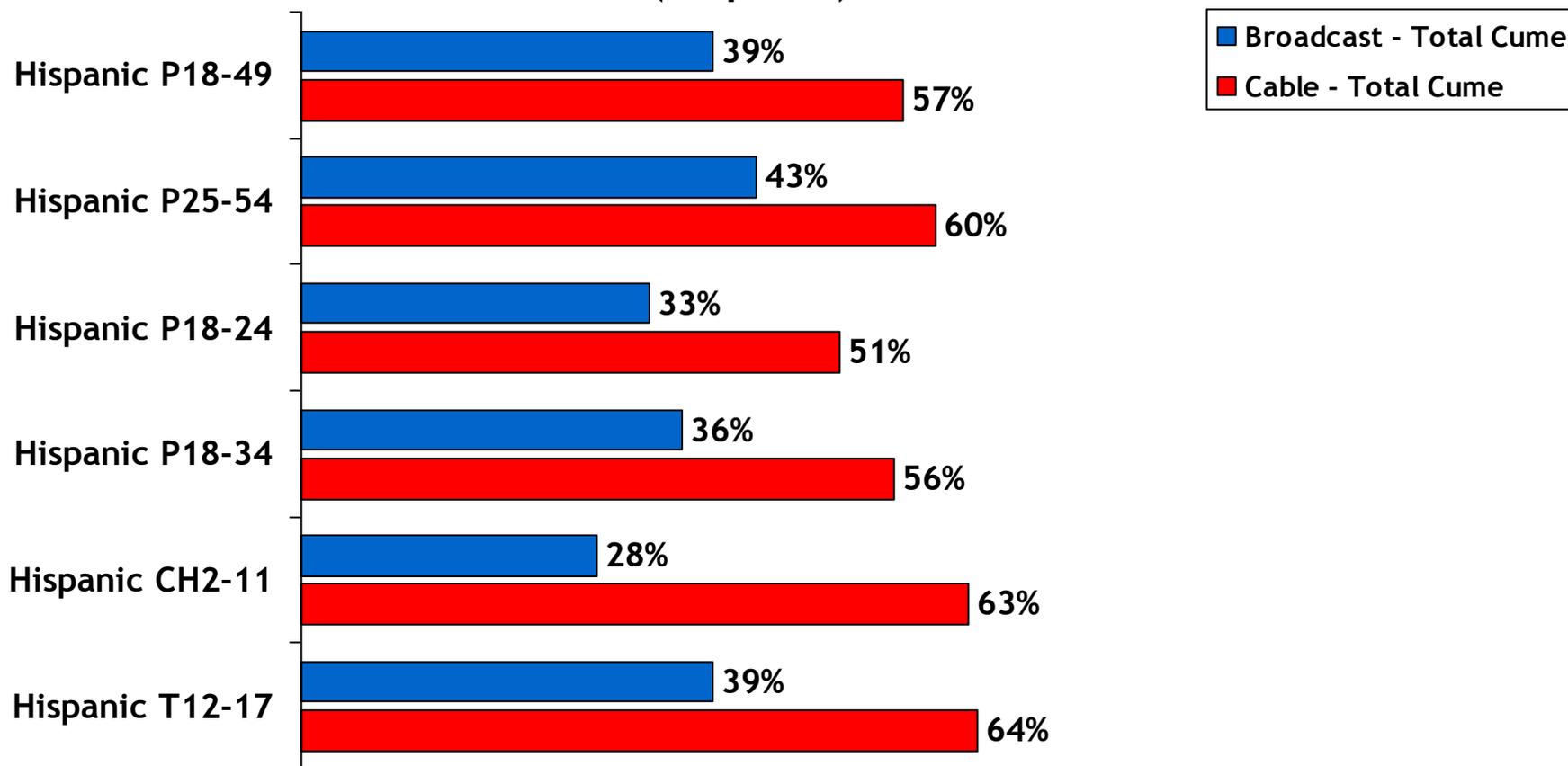
Sweeps Month - February 2012  
(Black)



Source: Nielsen N-Power 2/12; 1-spot each mid minute of quarter hour Primetime; Broadcast 6-net, Total reportable ad supported Cable; avg. 4 weeks in Feb together. Live+7 primary reach.

# Among Hispanics, Ad-Supported Cable Surpasses Broadcast By A Noteworthy 20 Points

Sweeps Month - February 2012  
(Hispanic)



Source: Nielsen N-Power 2/12; 1-spot each mid minute of quarter hour Primetime; Broadcast 6-net, Total reportable ad supported Cable; avg. 4 weeks in Feb together. Live+7 primary reach.