

Lifetime®

Lifetime - the leader in women's television and one of the top-rated basic cable television networks, recognizes that great television starts with great programming, like the smash hit "Army Wives," the captivating reality series "Lisa Williams: Life Among the Dead" and the brand new makeover show "How to Look Good Naked." Together with our star packed Lifetime Original Movies, Lifetime is truly THE channel where women go to feel included, invited and completely entertained.

For more information about Lifetime's programming, campaigns, local ad sales materials, research, selling tips and much more, check out our Affiliate Web site located at www.lifetimeconnection.com and our Consumer Web site located at www.mylifetime.com.

NETWORK PROGRAM FORMAT

Local Avails:	2-one minute breaks per hour
Times:	Avails are two minutes per hour: a) At the half-hour between 10:00 and 30:00 after the hour b) At the hour between 40:00 and 00:00 (straight up) *Exception: <u>Sundays, 06:00 to 10:00am</u> (ET on the East Feed, PT on the West Feed) 1-two-minute local avail will take place between 55:00 and 00:00 (straight up)
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	96.4 million <small>Source: Nielsen Media Research, October 2007</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	February 1984
Ownership:	50% Disney/ABC, 50% Hearst

BENEFITS TO ADVERTISERS

Women make up more than half of the population in the United States and buy or influence an average of 85% of everything that is sold. Lifetime is the perfect environment for advertisers to reach female consumers because ... (Source: "Women as Consumers," 2005 Marketing Power, Inc.)

- Lifetime is among the top 10 adult targeted networks in both Total Day and Prime.
Source: Nielsen Media Research 1/1/2007 - 9/23/07, HH coverage area rating
- With 13 original movies year-to-date, Lifetime's movies are more than half of the Top 20 original movies on ad-supported cable among Women.
Source: Nielsen Media Research 1/1/2007 - 9/23/07, F18-34, F18-49, F25-54 coverage area rating
- Lifetime's Primetime length of tune ranked among the Top 5 ad-supported networks among HH, F18-49, F25-54, A18-49 and A25-54.
Source: Nielsen Media Research 1/1/07 - 9/23/07

RESEARCH

VIEWER TARGETED

Women: 18-49, 25-54

Persons: 18-49, 25-54

VIEWER PROFILE

Female Audience*	76%	Working Women	60%
Male Audience*	24%	HH with Children	44%
Median Age (Women)	45	Attended/Graduated College	51%
Mean Household Income	\$62,832		

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

VIEWER LIFESTYLE

Lifetime Viewers - Women 18-49

<u>Internet: Lifetime viewers are connected!</u>	<u>Index</u>	<u>Auto</u>	<u>Index</u>
91% have access to the internet.		Purchase a truck (intent)	152
Play games online	121	Purchase new vehicle (intent)	142
Visit a chat room	115	Purchase a Van/Mini-Van (intent)	136
Looked for employment	112	Purchase a Sport Utility vehicle (intent)	124
Watched online video	107	Leased a vehicle (most recent purchase)	111
Downloaded music	103		
		Home Remodeling: Lifetime views were 9% more than the average F18-49 to spend \$7,500+ on home remodeling. They have done the following in the last 12 months.	
Electronics Own		Skylights	175
Purchase a giant screen TV (42"+)	120	In ground swimming pool	139
Purchase an HDTV ready TV	114	Aluminum windows	125
Own a video game system: Xbox	110	Add a bathroom	121
		Convert garage/attic/basement into living space	116
Fine Jewelry: Lifetime Viewers are 8% more likely than the average F18-49 to have spent \$1,500+ on Fine Jewelry		Vinyl/metal siding	115
Bracelet 3+	125	Remodel kitchen	114
Necklace 3+	108	Remodel bedroom	114
Earrings 3+	107	Hardwood floors	110
		Kitchen cabinets	110
Advertising on TV			
Provides me with useful information about bargains	126	Home Furnishing-bought in Last 12 Months	
Is funny	122	Cedar chest	125
Provides me with meaningful information about the product use of other consumers	121	Recliner	119
Provides me with useful information about new product and services	111	Wall to Wall carpet	114
		Home office furniture	110

Source: MRI Doublebase 2007; (Base: W18-49)

DAYPART VIEWING

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

PROGRAMMING

PROGRAMMING GENRES: Comedy, Drama (General), Movies, Real-life, Women

VIEWER TARGETED PROGRAMMING

Lifetime original series, acquired series, movies and specials 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

Lifetime Original Movies: Lifetime Original Movies give today's women diverse, high-quality programming featuring intelligent content and a host of Hollywood's brightest stars every month.

Below are **Lifetime Original Movies** that will premiere in 2008...

- *Queen Sized*
- *Racing For Time*
- *Mini-Series House of Hilton*
- *Wisegal*
- *The Tenth Circle*
- *True Confessions of a Hollywood Starlet*

Lifetime Original Series: Providing women with intelligent, relatable television programming that speaks to them in a unique way.

Original Series

- *Army Wives*
- *Lisa Williams: Life Among The Dead*
- *How to Look Good Naked*

Lifetime Original Specials and Documentaries: Unique and informative original specials and documentaries bringing insight to the many facets of women's lives.

- *Every Woman Counts*

Lifetime Campaigns: A commitment to enlighten, inform and inspire women on issues relevant to them.

- *Every Woman Counts (Jan-Nov)*

Proven Winners: Quality television programming with a proven track record for entertaining women.

- *Grey's Anatomy*
- *Desperate Housewives*
- *Will & Grace*
- *Still Standing*
- *Frasier*
- *Reba*

Log on to www.lifetimeconnection.com for the most up-to-date programming schedules.

LEADING NATIONAL ADVERTISERS

20th Century FOX Film Corporation	Home Depot	Pfizer
Bayer	Johnson & Johnson	Procter & Gamble
Buena Vista	Kraft	Reckitt Benkiser
Campbell's Groceries	Lion's Gate Film	SC Johnson
Chrysler	Mars	Sears
Clorox	Nestlé Corporation	Target
Dell Computers	New Line Cinema	Unilever
GlaxoSmithKline	Pepsico	Universal
		Wyeth Advertising, Inc.

NETWORK CONTACTS**National Ad Sales****New York**

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WEBSITE INFORMATION

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