



FOOD NETWORK IS THE TASTIEST SPECIALTY CHANNEL, DEDICATED TO ENTERTAINMENT AND INDULGENCE

WHY CHOOSE FOOD NETWORK?

- **WE'RE BIG, AND GROWING.** In over 5 million homes across the country, and has increased its AMA 9% over last fall. *Source: Remittance from Cable and DTH Distributors as at March 31, 2008, BBM-NMR meter data September 1 – November 30, 2008, Mon – Sun 6a-6a A25-54*
- **OUR GRADE A AUDIENCE** (A25-54, skewing female) ranks above average for education, household income and professional occupations. *PMB 2008 Two-Year Readership Database*
- **WOMEN ADORE US.** Ranked in Top 3 for minutes viewed since Spring 08 and consistently ranks in the Top 10 for W25-54 AMA. *Source: BBM-NMR meter data, Mon – Sun 6a-6a*
- **HOME-GROWN PERSONALITIES** provide unique integration and promotional opportunities.
- **SPECIALS & MARATHONS** featuring back-to-back episodes of hit series keep viewers tuned-in for hours.
- **VIEWERS TRUST FOOD NETWORK** and advertisers benefit from our environment.



GLUTTON FOR PUNISHMENT



ACE OF CAKES



GIADA AT HOME

NEW IN PRIME TIME:

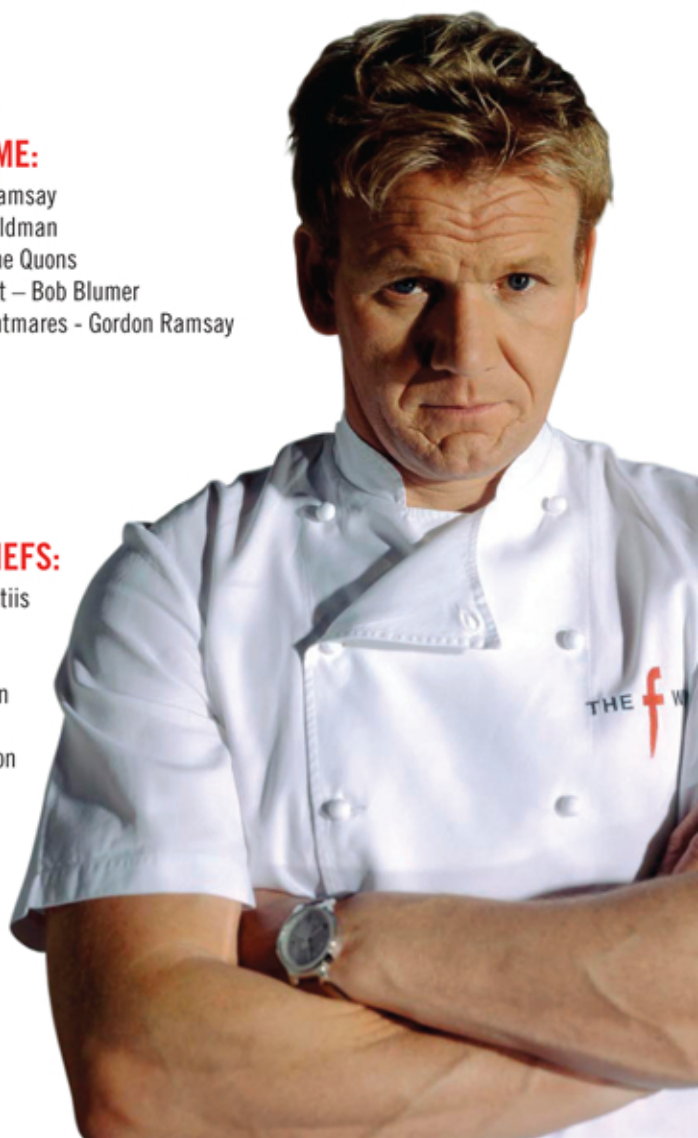
- The F Word - Gordon Ramsay
- Ace of Cakes - Duff Goldman
- Family Restaurant - The Quons
- Glutton for Punishment – Bob Blumer
- Ramsay's Kitchen Nightmares - Gordon Ramsay
- 100 Mile Challenge
- Iron Chef America

NEW FROM CELEBRITY CHEFS:

- Giada at Home – Giada De Laurentiis
- Barefoot Contessa – Ina Garten
- Everyday Exotic – Roger Mooking
- Cooking for Real – Sunny Anderson
- Chuck's Day Off – Chuck Hughes
- Fresh with Anna Olson - Anna Olson

FOODTV.CA

- Average unique visitors/month: 400,000
Source: comscore, Canadian traffic only
- Average time spent per visit: 7:30
- Food Network personalities attract users to Foodtv.ca over other recipe sites



FOOD NETWORK is a trademark of Television Food Network G.P.; used with permission.



For more, visit www.canwest.com
Contact your Specialty Television Account Executive for proposals and customized opportunities.