

SHOWCASE

BIG BOLD BLOCKBUSTERS ALL SUMMER LONG

Big-Ticket Movies, Hit Series & Bold New Attitude Continue To Drive Audiences

- Showcase is a top 10 Specialty channel for all demographics, including W25-54
- Spring to date audience is highest in years
- Showcase movies score top rankings across all of specialty:
 - The Saturday afternoon movie is ranked number one amongst A25-54, A18-34 and A18-49 for all Specialty*
 - The Saturday afternoon and evening movies both rank among the top 20 programs for Specialty for A25-54**

Source: BBM Canada PPM (aug31-Jan 3/10)/F08 BBM Canada Mark II (Sept 1-Dec 28/08)
*Source: BBM Canada PPM (Jan 4/10-Mar 28/10)/ excluding sports and kids programming
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Hit Series & Exclusive Cable Dramas



Californication

Golden Globe® award winning series starring David Duchovny as novelist Hank Moody, he's always running into trouble with sex, drugs and women.

Secret Diary of a Call Girl

Starring pop sensation Billie Piper as Belle de Jour, a high-end London call girl on a mission to make money without falling in love.



Haven – New Series

Based on a Stephen King novella, and a coproduction with Syfy in the US, Haven centers on an FBI agent's (Emily Rose) quest to understand people's ability with supernatural afflictions in the small town of Haven, while uncovering the town's many secrets, including her own.

NCIS

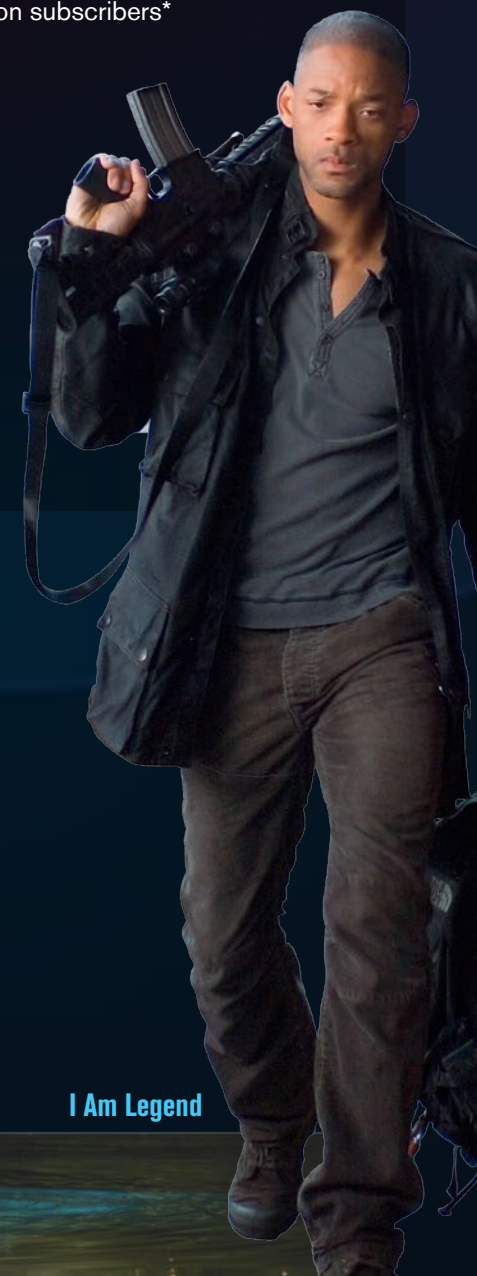
Since premiering on Showcase last Fall, one of Canada's favourite dramas has quickly become one of Showcase's top ranked programs.



Who's Watching Showcase?

- Showcase has increased its subscriber base and now has over 7.5 million subscribers*
- 53% of Showcase viewers are aged 18-49
- Balanced male/female split with 52% of viewers being female
- Showcase viewers over index vs. total viewers for:
 - Consuming 12+ regular soft drinks in the past 7 days (170)
 - Spending 15+ hours of personal time on the internet (150)
 - Consuming 4-6 beers in the past 7 days (131)
 - Purchasing a PC in the past 12 months (128)
 - Attending movies 2+ times a month (121)

Source: Comp% of A18-54 English Canada, FL09 BBM Extended Diary Data (Mo-Su 6a-2a)
*Source: Remittance from Cable and DTH Distributors as of August 31, 2009



Showcase Online Continues To Grow

- Showcase.ca has an average of 97,000 unique visitors per month, which is up 11% from last year.*
- Visitors spend an average of 8.6 minutes on the site; up 50% from last year.*
- Per month, Showcase.ca has an average of 1.2 million page views, which have grown 61% from last year**
- Video views are up 72% year-over-year, averaging 770,000 monthly views**

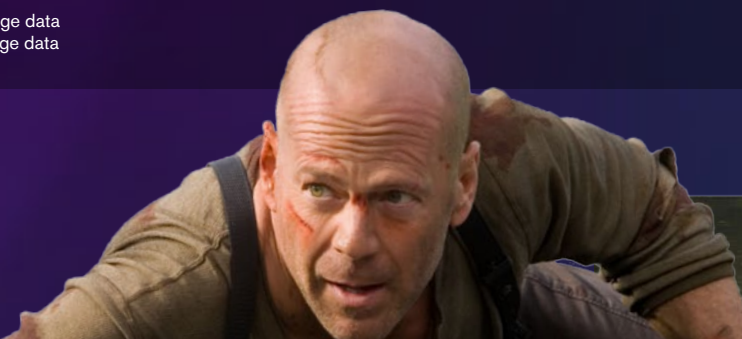
Showcase.ca Visitor Profile

- 52% of Showcase unique visitors are Adults 18-49 years of age, 30% are Men 18-49 and 31% are Adults 18-34
- 46% of our online visitors have a household income of \$60K+, while over 37% have a household income of \$75K+*
- Video views are up 72% from last year, with 770,000 monthly video views**

*Source: comScore Media Metrix, March 2010, 3 month average data
**Source: Omniture Site Catalyst, March 2010, 3 month average data



Spiderman 3



Live Free or Die Hard



Beowulf

I Am Legend

