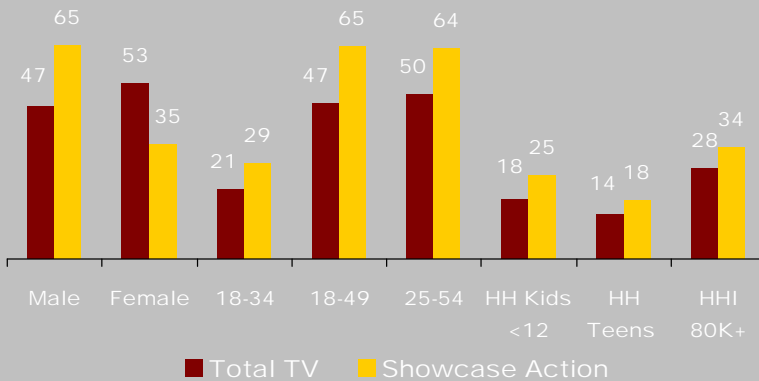


ACTION

Get Some!

Who's watching Action?

Demographic Profile
% of A18+ vs. TV Population



Demographic Profile:

- Showcase Action skews male
- 65% are 18-49
- Skew towards households with kids/teens and higher household incomes



Other Viewer Highlights:

- Audiences are up - +51% for A18-49 and +43% for A25-54 versus Spring 08!
- Showcase Action viewers are tech savvy, enjoy entertainment & outdoor living
- They are more likely to:
 - Have a video gaming system, digital/satellite TV, 3+ TVs, HD TV, visit video arcade/indoor amusement place and have 2+ computers at home.
 - Go to movies or rent movies monthly and enjoy having a beer and/or spirits.
 - Own outdoor living paraphernalia like motor home/ camping trailer, personal watercraft/ windsurfer, snowmobile and a cottage/ recreational property.
- 2.5 million households subscribe to Showcase Action.

Action is Canada's #1 Digital Station!



Rank	Stations	A25-54 AMA(000)
1	Showcase Action	9.8
2	National Geographic	8.6
3	Showcase Diva	8.4
4	Mystery	7.6
5	MovieTime	6
6	Scream	4.4
7	IFC	3.9
8	TSN2	3.8
9	Deja View	3.6
10	BBC Canada	3.4
10	Teletoon Retro Eng	3.4

Rank	Stations	A18-49 AMA(000)
1	Showcase Action	9.9
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7	IFC	3.9
8	Teletoon Retro Eng	3.6
8	TSN2	3.6
10	Deja View	3.3



For more, visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/ Total Canada/ FL08 BBM Extended Diary Data, M-Su 6a-2a, English Canada



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