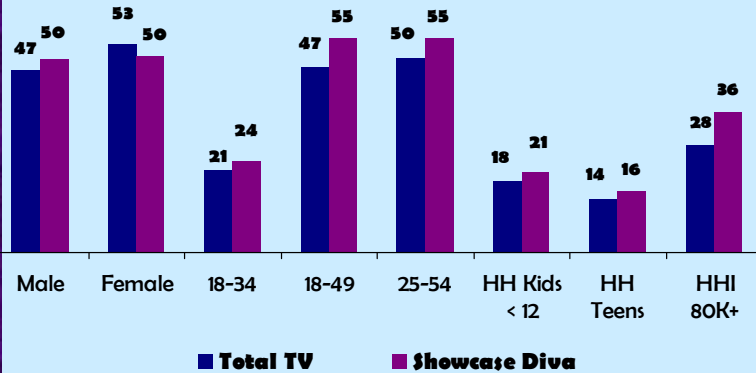


SHOWCASE DiVA



Demographic Profile % of A18+ vs. TV Population



Demographic Profile:

- 50% of Showcase Diva viewers are female
- 55% of the viewers are 25-54
- Skews towards households with kids/teens and higher household incomes



Other Viewer Highlights:

- **Audiences are up - A18-49 and A25-54 up 85% versus Spring 08!**
- 60%+ of Showcase Diva viewers own their homes and they spend on it:
 - They are more likely to have a mortgage on their home, to have spent \$500+ on appliances, invested \$1,000-\$1,999 on furniture and spent \$2,500-\$7,499 on home repairs/ renovation in the past year.
- Showcase Diva viewers are more likely to own/ lease a domestic vehicle
 - They have purchased a new vehicle <\$25M in the past 2 years and they are also more likely to own full size pick up and/ or a minivan and have an automobile loan.
- Diva viewers are fashion focused and more likely to spend on cosmetics, visit a spa and consider laser eye surgery.
- 2.3 million households subscribe to Showcase Diva.

Showcase Diva at the top of Canadian Digital!



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	W25-54 AMA(000)
1	Mystery	5.1
2	Showcase Diva	4.3
3	National Geographic	3.7
4	Showcase Action	3.2
5	MovieTime	2.3
6	Scream	2.3
7	BBC Canada	2.1
8	Animal Planet	1.7
9	Teletoon Retro Eng	1.7
10	Deja View	1.6



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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