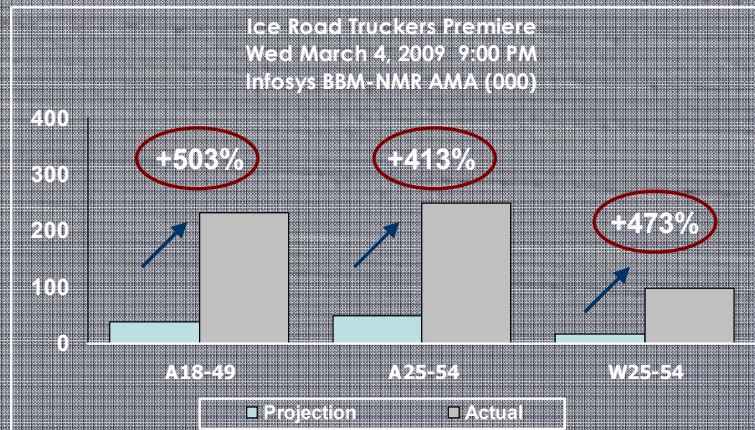


ICE ROAD TRUCKERS™



Ice Road Truckers premiered March 4th as the **highest rated series premiere ever** on History Television with a 2+ audience of **515,800**. The premiere exceeded projections by:

- 6x for A18-49
- 5x for A25-54
- 5.5x for W25-54



This recent success follows on the heels of the **hugely successful all day MASH marathon** (Feb 16th) which set the record for the **highest single-day audience in Canadian Specialty** viewing, averaging 234,000 viewers.



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