

Global viewers are active automotive consumers!

Canwest viewers have a wide range of lifestyles and needs, and their decisions as automotive consumers reflects this.

In addition to hit summer programs like **Big Brother** and **Wipeout**, many Global programs draw viewers that are much more likely than the average TV viewer to be interested in purchasing or leasing a vehicle in the next 12 months including:

THE SIMPSONS

FAMILY GUY

SATURDAY NIGHT LIVE

BONES

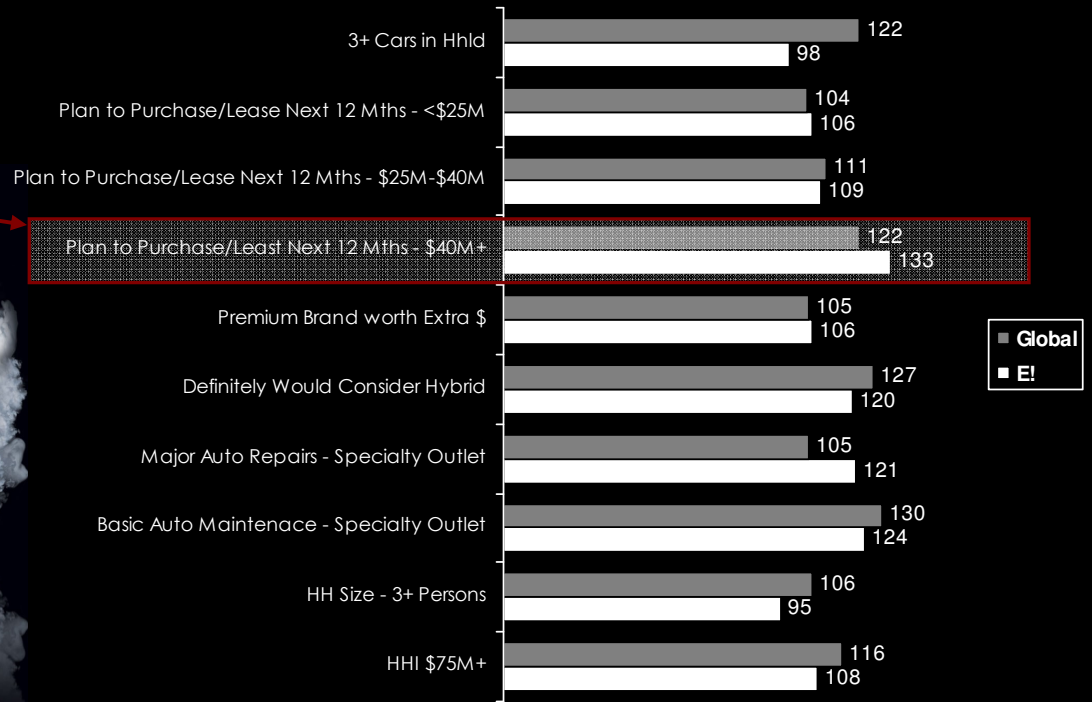
BROTHERS AND SISTERS



Automotive Profile of Global & E! Viewer

A18+ Global Viewers, Indexed to Total TV - Fall 2008 BBM TV Diary Data

Global viewers are 22% more likely than the average TV viewer to plan on purchasing or leasing a \$40,000+ car in the next 12 months



*Source: BBM Extended Diary Data FL08 (Mo-Su 7p-11p) / Total Canada