

# THE CELEBRITY APPRENTICE



## Viewers are back for another great season!

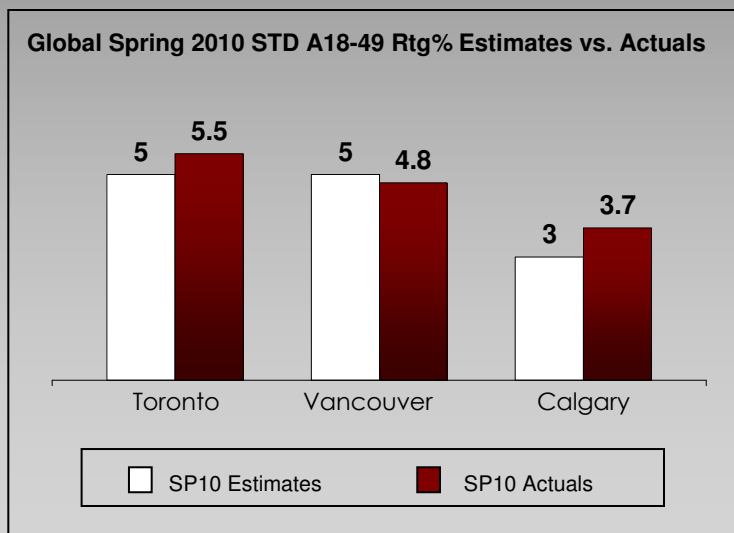
Fourteen **celebrities** from the worlds of **music, television, sports and politics** are putting their business skills to the test in a new season of Celebrity Apprentice. Donald Trump has already said **“you’re fired”** to four candidates, and with **ten** still standing viewers are excitedly tuning in to see who will come away **victorious**.

## Next Episode



**Sunday, April 11<sup>th</sup>** – NBC legends Clyde Drexler and Scottie Pippen help the teams make a Right Guard commercial. Plus, new KODAK Moments.

## Meeting or exceeding projections nationally and in the metered markets



Source: Spring 2010 STD (Jan 4 – Apr 4/10) / Total Canada

- **Exceeding estimates** for virtually all demos nationally, including **25% ahead** for Ind. 2+. The **season premiere** delivered nearly **1.7 million** viewers (Ind. 2+)
- Meeting or exceeding A18-49 projections in the metered markets, up by **10%** in **Toronto** and **23%** in **Calgary**
- Great **momentum** in Vancouver and Calgary, with ratings on an **upswing since the premiere** episode
- Most recent episode more than **doubled estimates** for W18-34 in **Calgary**, achieving a 6.2 rating!