

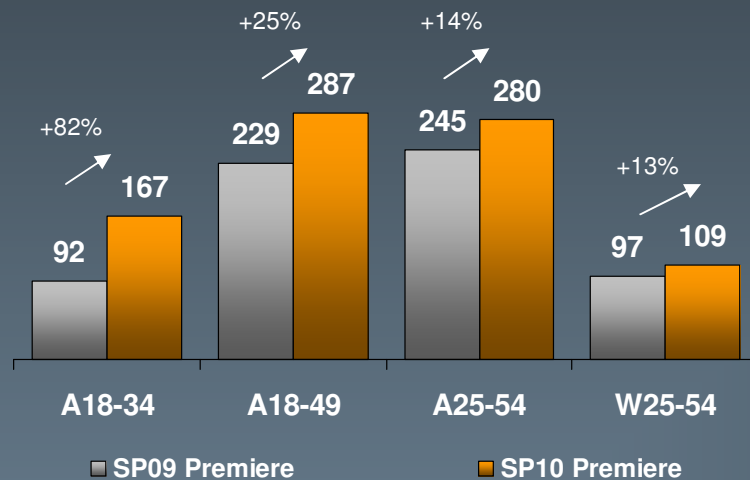
ICE ROAD TRUCKERS

History Television revs up for another season



Tremendous year-over-year growth!

Ice Road Truckers Performance (BBM-NMR & BBM Canada PPM)



- The season **premiere** of Ice Road Truckers really **delivered**, improving on the already-impressive showing of the Spring 2009 premiere
- It is also a **strong performer** against the **younger** and female demos. Viewers are 46% more likely to be 18-34 and 20% more likely to be 18-49.*



This season, the Ice Road Truckers are hitting the Alaskan tundra to haul supplies nearly 500 miles from Fairbanks to Prudhoe Bay; battling avalanches, strong Arctic winds and whiteout conditions.

Record-Breaking Achievements

- Ice Road Truckers' **Season 3 premiere** took an already impressive show to new heights, **breaking** a number of **records** including:
- Most-watched episode of Ice Road Truckers of all-time (nearly **600,000** viewers – Ind. 2+)
- Highest audience ever for a **series** on **History Television**
- **Highest-rated** program on specialty television during its timeslot

Source: BBM-NMR / Total Canada (SP09 Premiere - Mar 4/09) / BBM Canada PPM / Total Canada (SP10 Premiere - Mar 31/10) / *Profile based on FL09 (Aug 31/09 – Jan 3/10)

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