
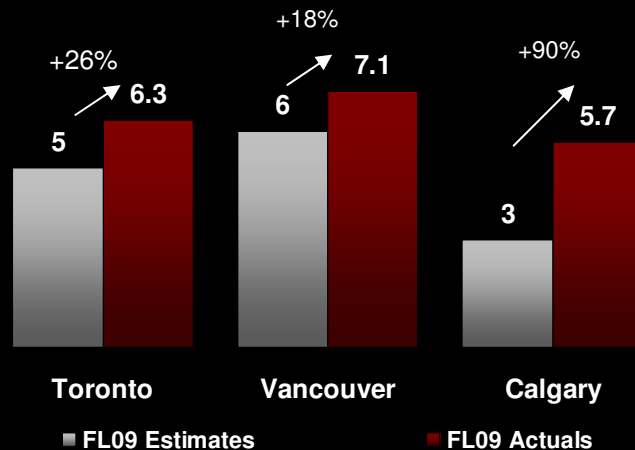


The Fall's breakout hit drama returns with new episodes on **June 7!** Mondays on **Global** 



Exceeded meter market estimates!

Lie To Me A25-54 Rtg% (BBM Canada PPM, FL09 (Sept 14 – Dec 20/09))



- Lie To Me premiered in Spring 2009 and really took off in its Fall timeslot, doubling ratings vs. historicals and **exceeding estimates** for A25-54 in the three metered markets
- It was also a **strong performer** against the other key demos, ranking in the Top 10 in Vancouver and Calgary and Top 20 nationally and in Toronto

Lie To Me viewers are...

- more likely to spend money on events outside of the home, such as **professional sporting events** and **theme/water parks**
- **more likely to vacation** within Canada, the US and Europe
- heavy **internet** users and purchasers of computer products such as **PCs, laptops** and **printers**
- more likely to visit **casual restaurants** and **coffee/donut shops**
- visitors of **health/fitness clubs** who also exercise at home

Source: Comp% of A25-54 FL09 BBM Diary Data / Total Canada (Lie To Me on Global indexed to Total TV)