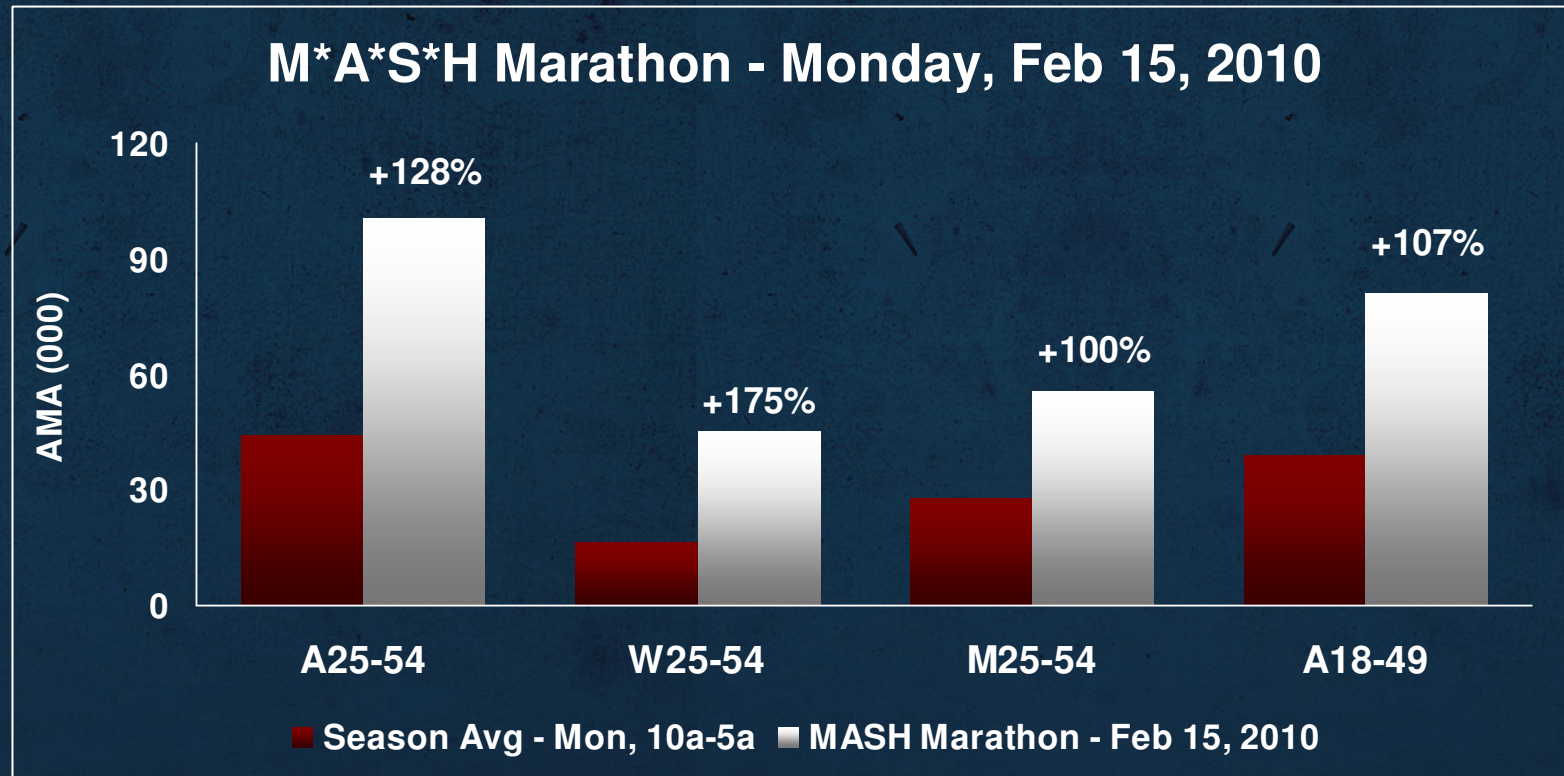


Canwest Specialty delivers great marathon numbers!



The *M*A*S*H* marathon on History strongly out-performed the season average for key demos, increasing A25-54 audiences by 28%

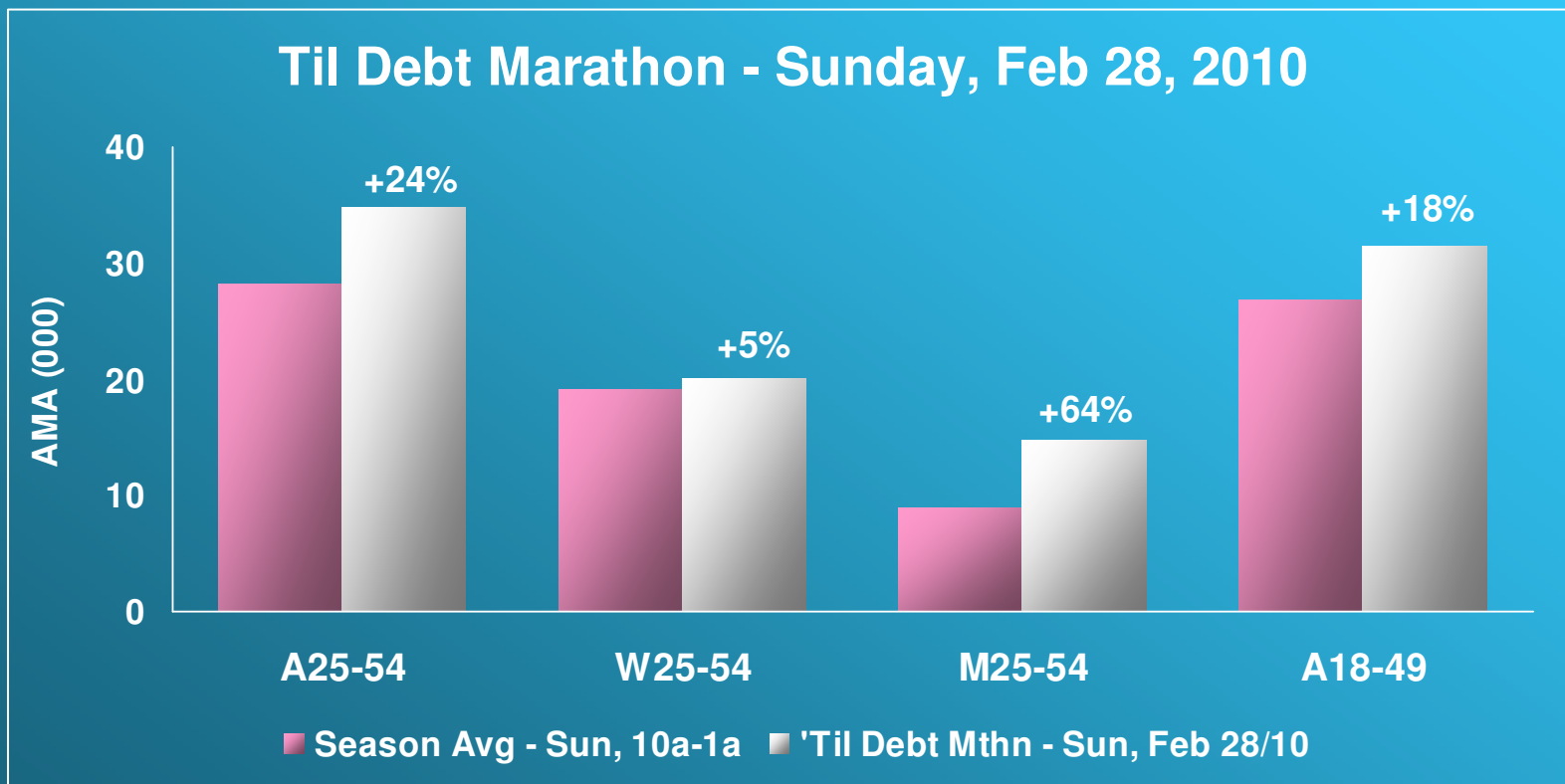


Source: BBM Canada PPM (Jan 4-Apr 11/10), Season Data = Same TP as Marathon



Most specialty stations see a lift in viewing!

The *Til Debt Do Us Part* marathon on Slice out-performed the season-to-date average. This includes an 18% increase for A18-49!

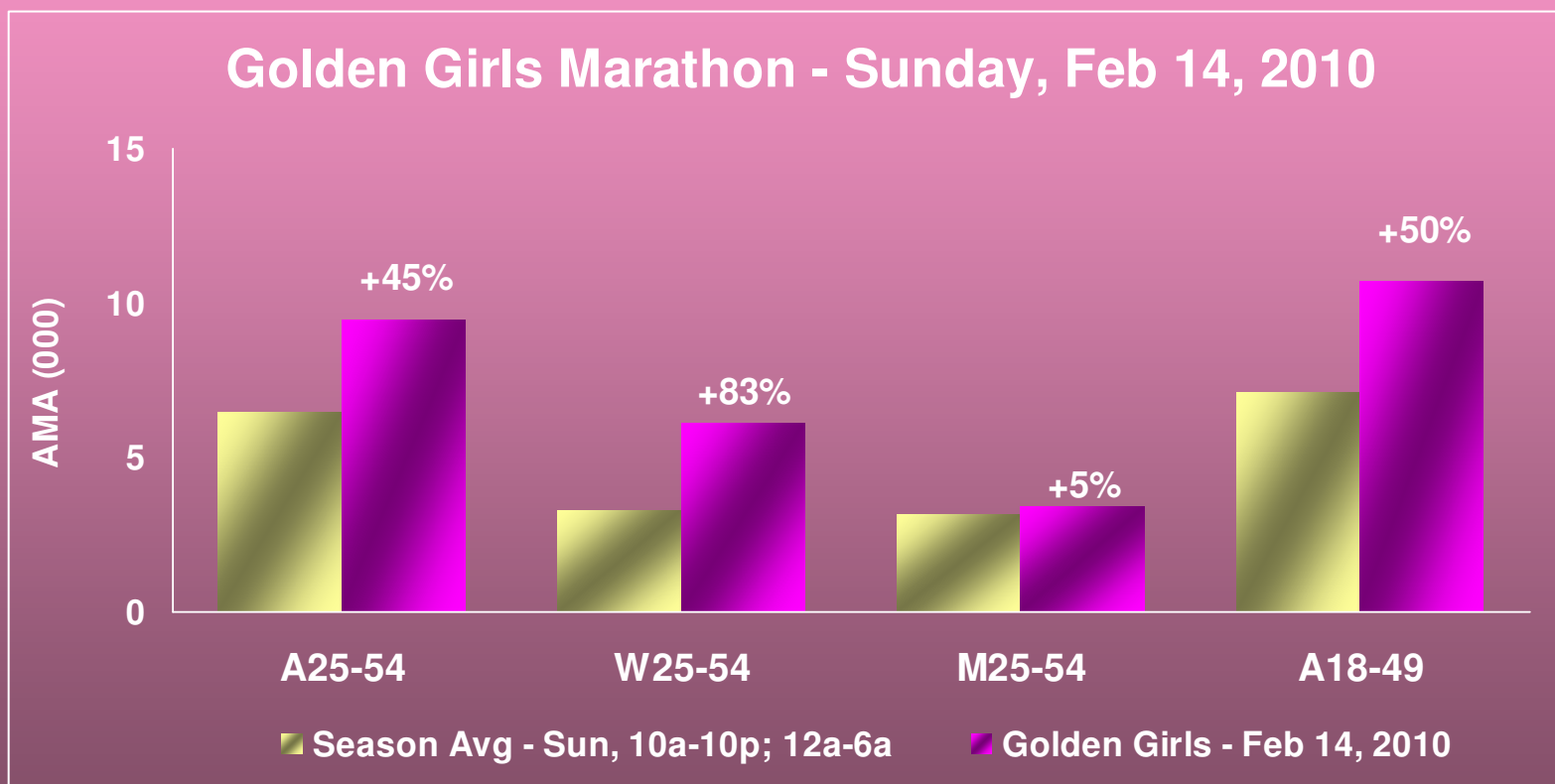


Source: BBM Canada PPM (Jan 4-Apr 4/10), Season Data = Same TP as Marathon



Digital stations also soar with marathons

The Golden Girls marathon on DejaView strongly out-performed the season average for key demos, doubling A18-49 audiences!



Source: BBM Canada PPM (Jan 4-Apr 1110), Season Data = Same TP as Marathon