



Top Chef is Coming to Canada!

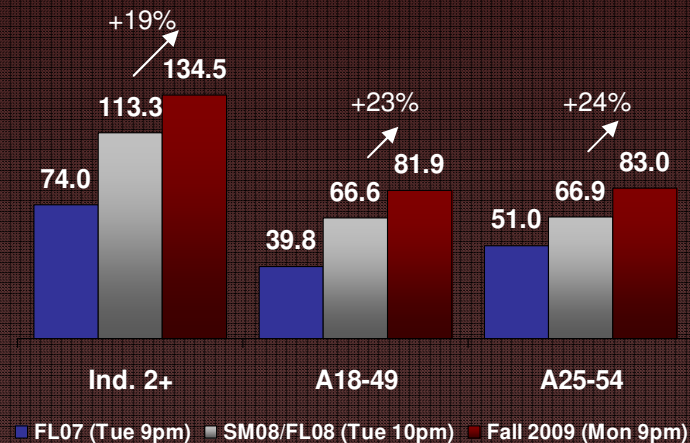
Heating up Food Network in Spring 2011

Canadian chefs from coast to coast will put their culinary skills to the test in an **all-new Canadian version** of the hit Food Network series Top Chef!

The inaugural season will premiere in **Spring 2011**, exclusively on Food Network Canada!

Tremendous Year-over-Year Growth!

Top Chef AMA (000) (BBM-NMR/BBM Canada PPM, Total Canada)



- Top Chef has demonstrated great momentum, trending upwards for individuals 2+ and adult demos!
- The Fall 2009 season of Top Chef was Top 10 among Food Network programs for the key demos. It was also Top 5 for A18-34 and male demos!

Season Dates: FL07 (Sept 4 – Dec 30/07), SM08/FL08 (Jun 24– Sept 28/08), FL09 (Sept 7 – Dec 21/09)

Top Chef Highlights

- Fall 2009 premiere of *Top Chef: Las Vegas* delivered an audience of 360,000 (Ind. 2+), setting an **all-time record** for an individual airing on Food Network Canada
- The same day (Sept 7/09) saw the network deliver its **highest daily average** – 71,000 (A25-54)

Source: BBM Canada PPM (Sept 7/09)