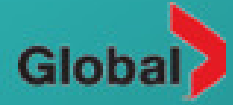


Big Brother is a top 10 Summer favourite!



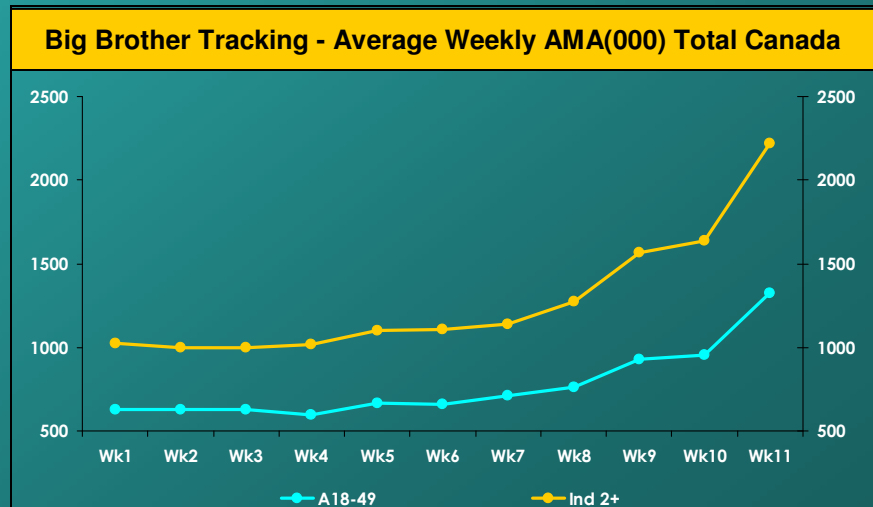
Program	Channel	Weekday	A18-49 AMA(000)
GLEE	Global Total	..W....	894
BIG BROTHER 11	Global Total	.T.....	890
SO YOU THINK.DANCE 5	CTV Total	...T...	853
SO YOU THINK.DANCE 5	CTV Total	..W....	837
BIG BROTHER 11	Global Total	...T...	738
SYTYCD CANADA 2 PERF	CTV Total	.T.....	713
BIG BROTHER 11	Global TotalS	632
HELL'S KITCHEN	City TV Total	.T.....	611
WIPEOUT	Global Total	..W....	575
THE BACHELORETTE	City TV Total	M.....	561

All 3 episodes of the BB rank in the top 10.

- Big Brother is #1 for A18-34 nationally.
- Big Brother is also top 5 for A25-54 and F25-54.
- The 3 weekly airings of Big Brother averaged over 1.2 million viewers an episode (Ind. 2+).

Great momentum after 11 seasons!

- Big Brother's Season 11 Finale garnered some of the largest audiences the reality show has ever seen!
- Big Brother's National audience increased week after week throughout the season making Big Brother one of the summer's biggest hits!



BBM NMR Data, BBM Canada PPM, Total Canada AMA (000) July 6- Sept 20/09



Toronto T 416.967.1174 F 416.960-0971

Montréal T 514.525.1133 F 514.525.1355

Vancouver T 604.422.6422 F 604.422.6521