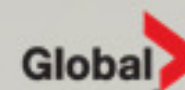




Entertainment
Tonight Canada



Fashion Face-off Sponsorship

Associate your brand with
celebrity style and
interact with viewers on a
daily basis during
Canada's premiere
entertainment program.



Rick
Campanelli
and Cheryl
Hickey, hosts of
Entertainment
Tonight
Canada.



Fashion Face-off Sponsorship

This would be an all new segment which could be launched with a consumer promotion and chance to win a red-carpet experience with ET Canada.*

Sponsorship of **Fashion Face-off** is an opportunity for **YOUR BRAND** to be integrated with Canwest's daily entertainment program, ET Canada. The Sponsor would receive title sponsorship of Fashion Face- Off

These segments, hosted by an ET Canada personality, will run 5 times per day - during ET Canada on Global (2), Slice (2) and TVtropolis (1). This segment puts the spotlight on 2 Canadian celebrities and the viewers decide who looks the most fashionable!

Note: ET Canada & Paramount will have final approval on the branding, format & content of the Fashion Face-Off entertainment question . Require 3 weeks lead time for production.





Fashion Face-off Example

Part A: 'Now time for the **BRAND** Fashion Face-off. Shenae Grimes wore her Chanel at a movie premiere last night, Cobie Smulders was found in Las Vegas with a couture Dolce & Gabbana. You decide who wins this fight!

(Commercial Break)

Part B: Yesterday we asked you if Elisha Cuthbert's Petro Zillia jacket beat out Trey Anthony's Versace. Well you voted and we agree Elisha does look better matched up with her Marcello Toshi 'Princessa' pumps!



Note: ET Canada & Paramount will have final approval on the branding, format & content of the Fashion Face-Off entertainment question. Require 3 weeks lead time for production.



**Sponsorship includes Online components:
Photo Voting Package (13 weeks)**

Broadcast drives to online voting section where users vote for the look they like best.

Sponsorship includes:



300,000 brand-sell impressions to run 100% SOV within section and remainder to run across the Canwest network



Sponsor logo integration on photo voting pages



1,000,000 co-branded promo impressions



:2 sec bumper



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Sponsorship includes:



SUMMER 2010 (1 day/wk x 13wks)



Two branded animated integrations per day



1 x :07 branded billboard per show



Media:

Global National primetime; Mon-Fri 7:00-7:30pm

Global National late rpt; Mon-Fri 11:30-12:00am

SLICE+9; Mon-Fri 7:30pm

Note: Times vary by market. Based on Summer 2010 Rate Card as of March 5, 2009. Cost is subject to rates and avails at time of booking. Client DVDs may be applied.