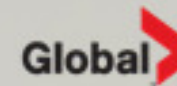




Entertainment
Tonight Canada



Fitness Fix

An integrated, *exclusive* sponsorship opportunity tied to Global Television's key entertainment property.



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

Sponsorship of the Fitness Fix is an opportunity for **YOUR BRAND** to be integrated with Canwest's daily entertainment program, ET Canada. **YOUR BRAND** will receive title sponsorship of the Fitness Fix segment.

FITNESS FIX – HOSTED BY ROSEY

In this segment Rosey utilizes her fitness knowledge as an elite athlete and completes workouts with celebs as well as viewers to showcase what celebs do to stay in shape.

This package is perfect for any brand that would like to be associated with star fitness. The package will include integration into the opening credit, in the studio intro and a billboard.



Rosey Edeh

Host of Fitness Fix
ETC Correspondent
and
3x Olympic competitor – 400 meter hurdle



Presenting status, i.e. *Fitness Fix* is presented by Advertiser + Tagline.



Sponsorship tag at the end of every story



Sponsorship inclusion during in-show pre-promotion one week leading up to the segment

Supplemental Options



Brand Integration within *Fitness Fix* segments also available at additional cost



Sponsorship inclusion in pre-promotion outside of ET Canada leading up to the segment (scalable)

Media:

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

Global National late rpt; Mon-Fri 12:30-1:00am

SLICE; Mon-Fri 11:00-11:30pm



Note: Times vary by market. Approximate investment based on Summer 09 rates; subject to rates and avails at time of booking.