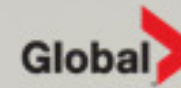




Entertainment
Tonight Canada



Makeover My Man

Sponsorship of the Makeover My Man Segment is an opportunity for *YOUR BRAND* to be integrated with Canwest's daily entertainment program.



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

MAKEOVER MY MAN – HOSTED BY RICK



This new segment asks viewers to write in to win the chance for their man to get a celeb-style makeover.

Viewers discuss with Rick which star's style they like the most and we set out to make their man emulate that style with haircut, manscaping, new wardrobe, etc.

This sponsorship offers a perfect environment for clothing stores or grooming product companies as they could be seamlessly included in the makeover.

The package will include integration into the opening credits, in the studio intro as well as a custom billboard.



Online Components:



Integrate client logo into "Makeover My Man" tile on the main ETCanada.com home page



Integrate client logo into "Makeover My Man" entry page PDF (e.g. *Presented by Advertiser*)



Tile on the "Promotions" area of the GlobalTV.com homepage



Link to client website



* pending CBS permission



Presenting status, i.e. *Makeover My Man* 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



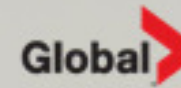
Brand Integration within *Makeover My Man* segments also available at additional cost



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.