

# ION Television | 2008-2009 Promise

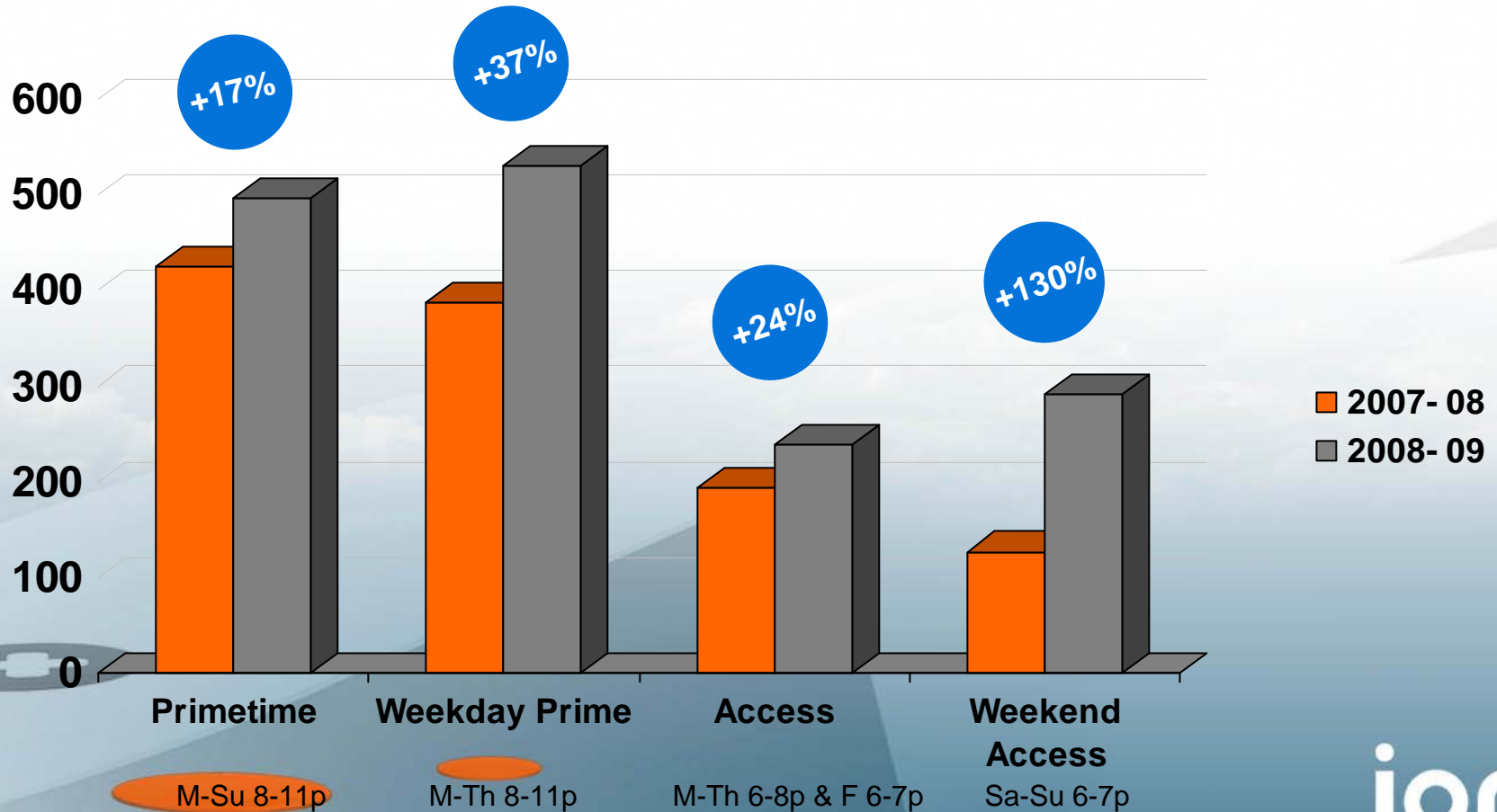
- **Relaunched network September 2008**
  - On-air
  - Online (iontelevision.com)
- **Acquired top-rated, off-net series**
  - NCIS
  - Boston Legal
  - Theatrical movie titles
- **Expanded programming day by 2 hours**
  - Monday through Friday, 4-6PM (replaced infomercials)
- **Launched multi-million dollar marketing campaign**
  - National/local cable
  - Radio
  - OOH
  - Cinema
  - Digital
  - Print

# ION Television | 2008-2009 Results

## Dramatic HH viewership increases

2008-09 Season to Date vs. 2007-08 Season to Date

Growth HH 000s

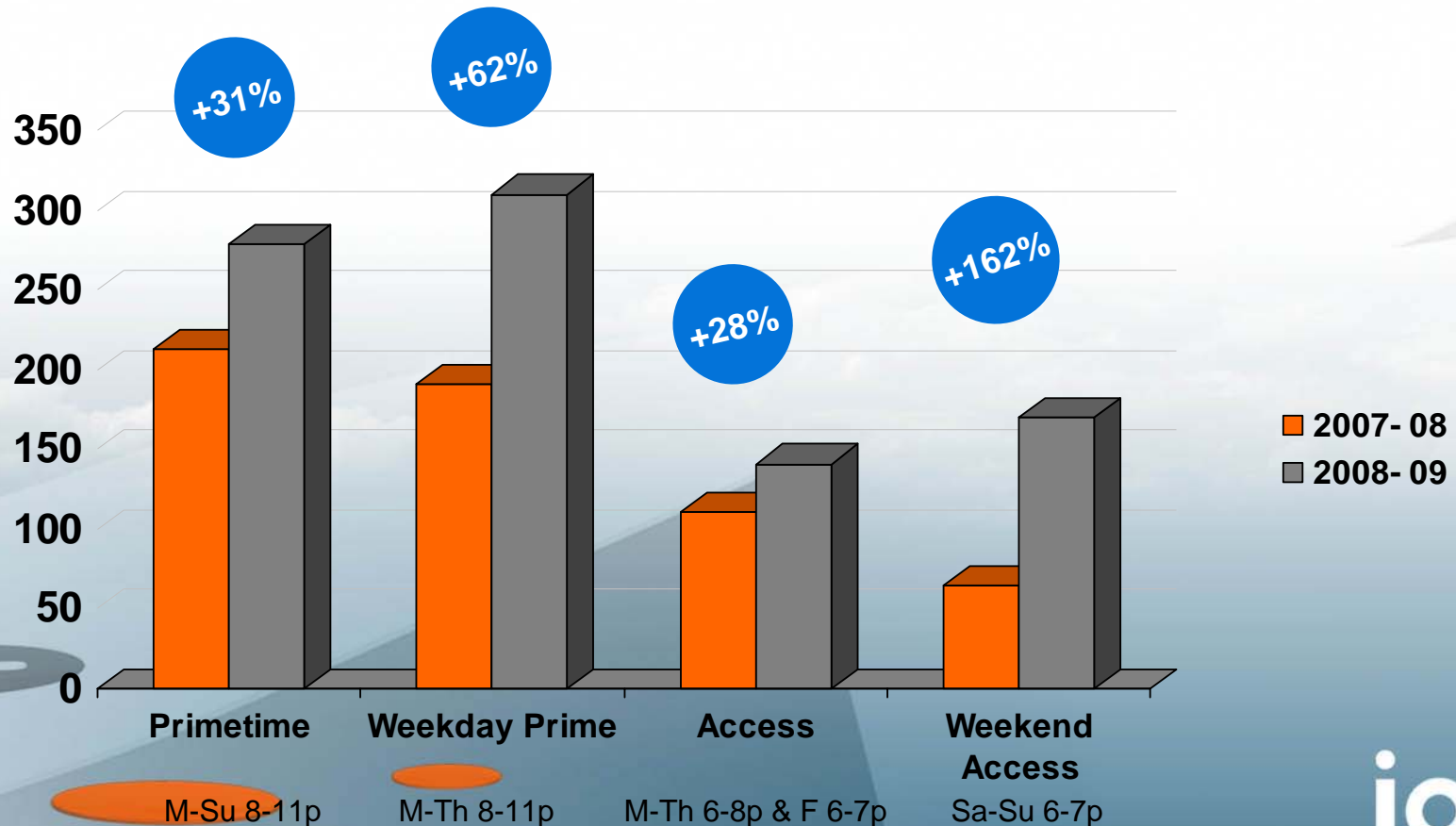


# ION Television | 2008-2009 Results

## Dramatic A25-54 viewership increase

2008-09 Season to Date vs. 2007-08 Season to Date

Growth Adults 25-54 000s

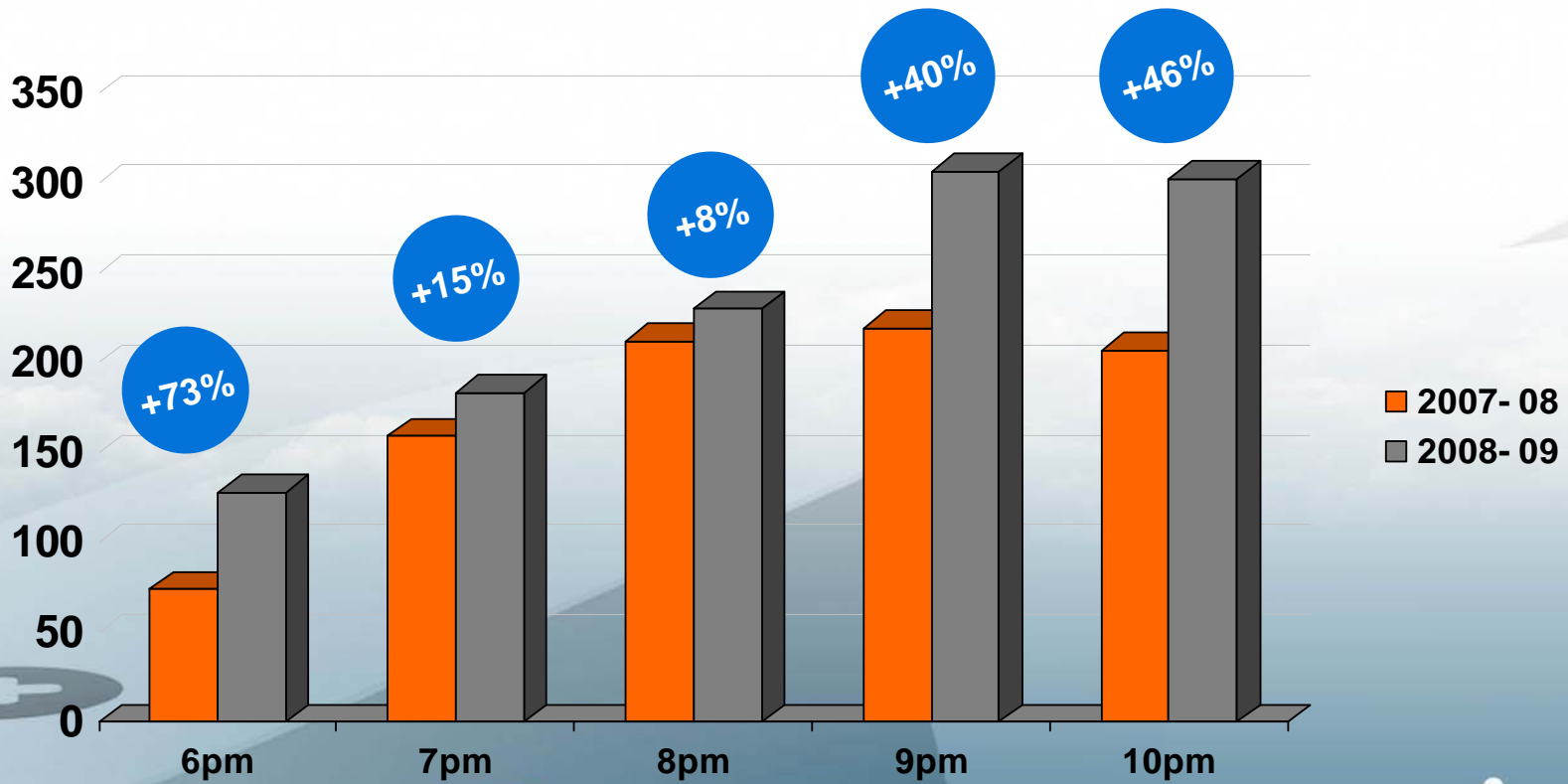


Source: NMR, Galaxy, Live+SD 2008-09 STD (9/29/08-3/22/09) v. 2007-08 STD (10/1/07-3/23/08)

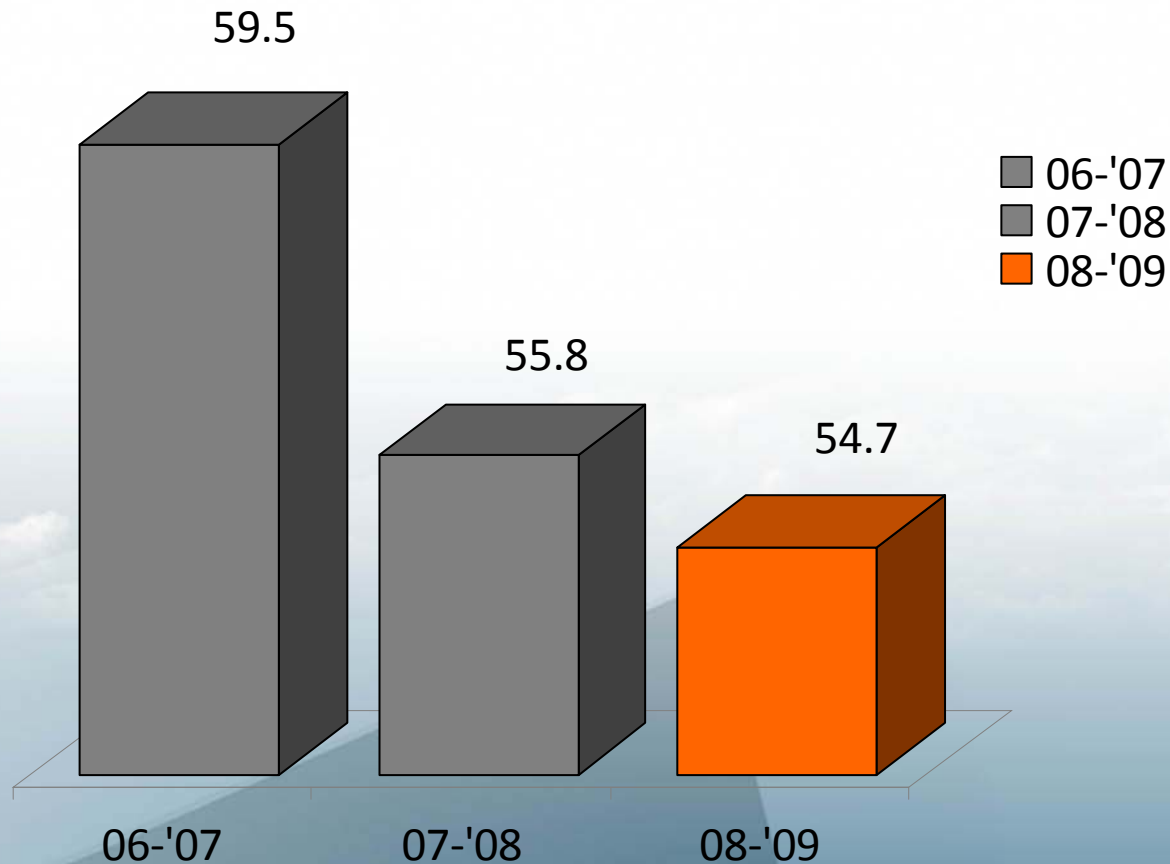
# ION Television has experienced growth across entire schedule

2008-09 Season to Date vs. 2007-08 Season to Date

Monday-Sunday Growth Adults 25-54 000s



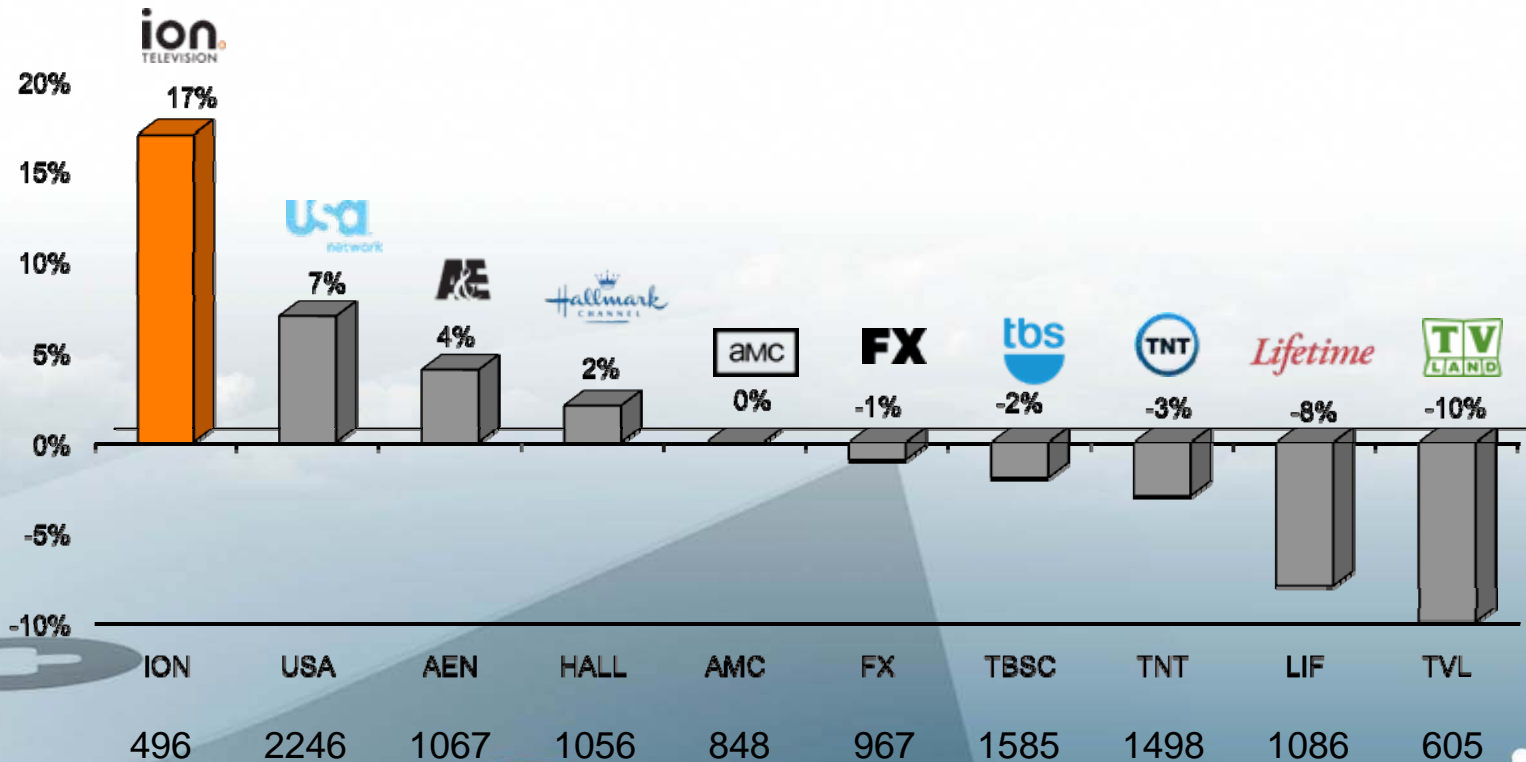
# ION Television continues to attract a younger audience



# ION Television Delivers Strong Household Growth Against Key Competitive Set

- 17% Increase

2008-09 Season to Date vs. 2007-08 Season to Date  
Growth HH 000s

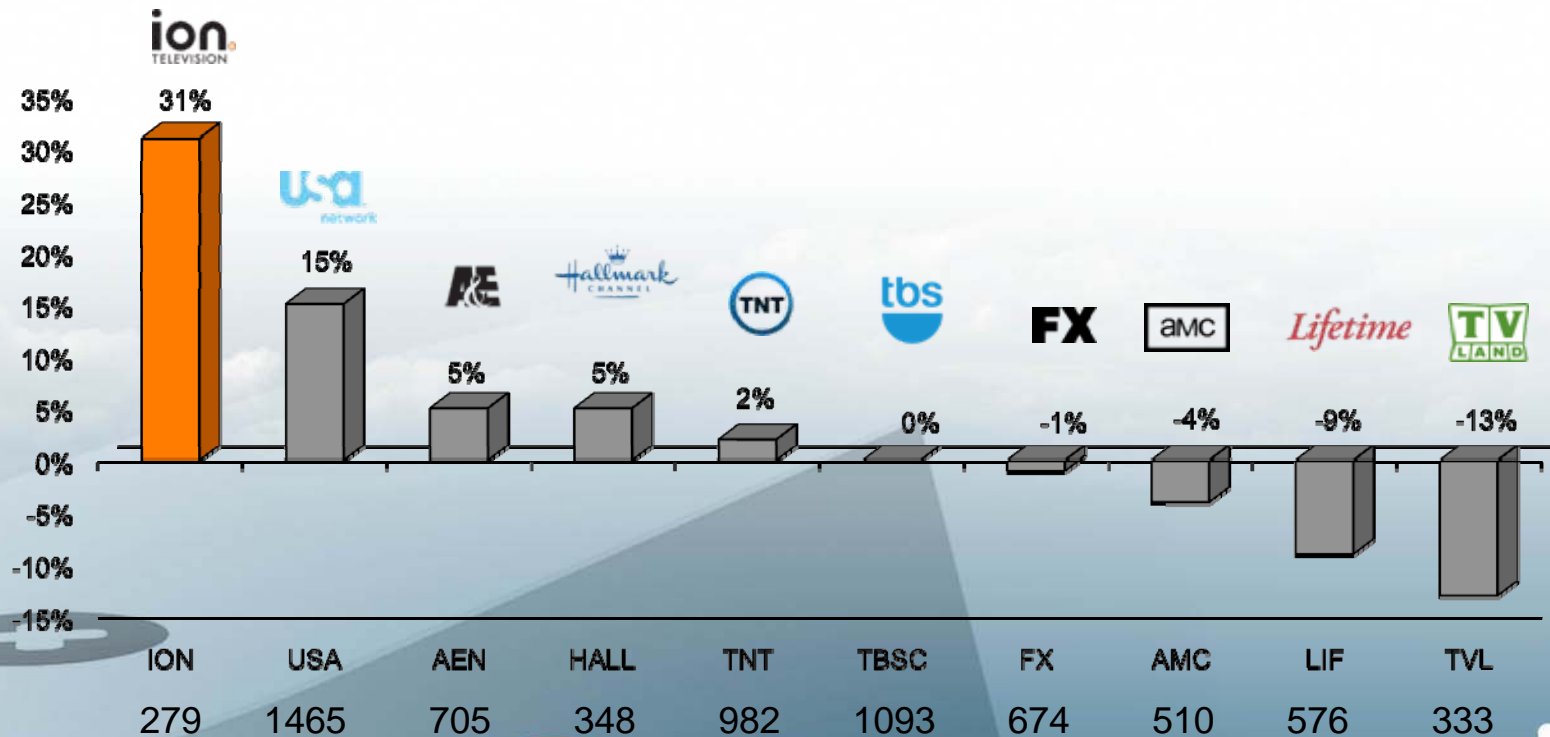


# ION Television Delivers Strong A25-54 Growth Against Key Competitive Set

- 31% Increase

2008-09 Season to Date vs. 2007-08 Season to Date

Growth A25-54 000s



Source: NMR, Galaxy, Live+SD, M-Sun 8-11p 2008-09 STD (9/29/08-3/22/09) v. 2007-08 STD (10/1/07-3/23/08)