

Network Overview

Positioning/Marketing

- General Entertainment Broadcast Network Targeting A25-54
- ION Television is in a “Growth Cycle”
- Branding Campaign: “Positively Entertaining”
- Passionate, Innovative and Diverse

Foundation

- Fully distributed in 94 million homes
- Audience profile (54% women / 46% men)
- Median age 54 – down from 59 in just 3 broadcast seasons
- 60 Owned and Operated Stations- largest station group in the country – More than (ABC, CBS, NBC, FOX)
- 95% of cable channel positioning under channel 32

Programming

- New Programming: Boston Legal, NCIS, Criminal Minds, Ghost Whisperer
- Original Programming: Durham County
- Blockbuster theatrical movies, mini series and originals (RHI, Sony, Warner Bros, Paramount, MGM, NBC Universal)

Promise

- Distribution: Continued growth through 2010
- Programming: Acquire best off-network series and original programming
- Marketing: Continued multi-million dollar consumer and trade campaigns



Broadcast Calendar 2009

JAN	MON	TUE	WED	THU	FRI	SAT	SUN
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
19	20	21	22	23	24	25	
FEB	MON	TUE	WED	THU	FRI	SAT	SUN
	26	27	28	29	30	31	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
16	17	18	19	20	21	22	
MAR	MON	TUE	WED	THU	FRI	SAT	SUN
	23	24	25	26	27	28	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
APR	MON	TUE	WED	THU	FRI	SAT	SUN
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
20	21	22	23	24	25	26	
MAY	MON	TUE	WED	THU	FRI	SAT	SUN
	27	28	29	30	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
JUN	MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
22	23	24	25	26	27	28	

JUL	MON	TUE	WED	THU	FRI	SAT	SUN
	29	30	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
20	21	22	23	24	25	26	
AUG	MON	TUE	WED	THU	FRI	SAT	SUN
	27	28	29	30	31	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
SEP	MON	TUE	WED	THU	FRI	SAT	SUN
	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
21	22	23	24	25	26	27	
OCT	MON	TUE	WED	THU	FRI	SAT	SUN
	28	29	30	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
19	20	21	22	23	24	25	
NOV	MON	TUE	WED	THU	FRI	SAT	SUN
	26	27	28	29	30	31	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
DEC	MON	TUE	WED	THU	FRI	SAT	SUN
	30	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
21	22	23	24	25	26	27	
28	29	30	31	1	2	3	



Broadcast Calendar 2010

JAN	MON	TUE	WED	THU	FRI	SAT	SUN
	28	29	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
FEB	MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
22	23	24	25	26	27	28	
MAR	MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
22	23	24	25	26	27	28	
APR	MON	TUE	WED	THU	FRI	SAT	SUN
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
19	20	21	22	23	24	25	
MAY	MON	TUE	WED	THU	FRI	SAT	SUN
	26	27	28	29	30	1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
JUN	MON	TUE	WED	THU	FRI	SAT	SUN
	31	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
21	22	23	24	25	26	27	

JUL	MON	TUE	WED	THU	FRI	SAT	SUN
	28	29	30	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
19	20	21	22	23	24	25	
AUG	MON	TUE	WED	THU	FRI	SAT	SUN
	26	27	28	29	30	31	1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
SEP	MON	TUE	WED	THU	FRI	SAT	SUN
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
20	21	22	23	24	25	26	
OCT	MON	TUE	WED	THU	FRI	SAT	SUN
	27	28	29	30	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
NOV	MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
22	23	24	25	26	27	28	
DEC	MON	TUE	WED	THU	FRI	SAT	SUN
	29	30	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
20	21	22	23	24	25	26	
27	28	29	30	31	1	2	

Denotes 2009 NSI Measurement Dates

www.iontelevision.com

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