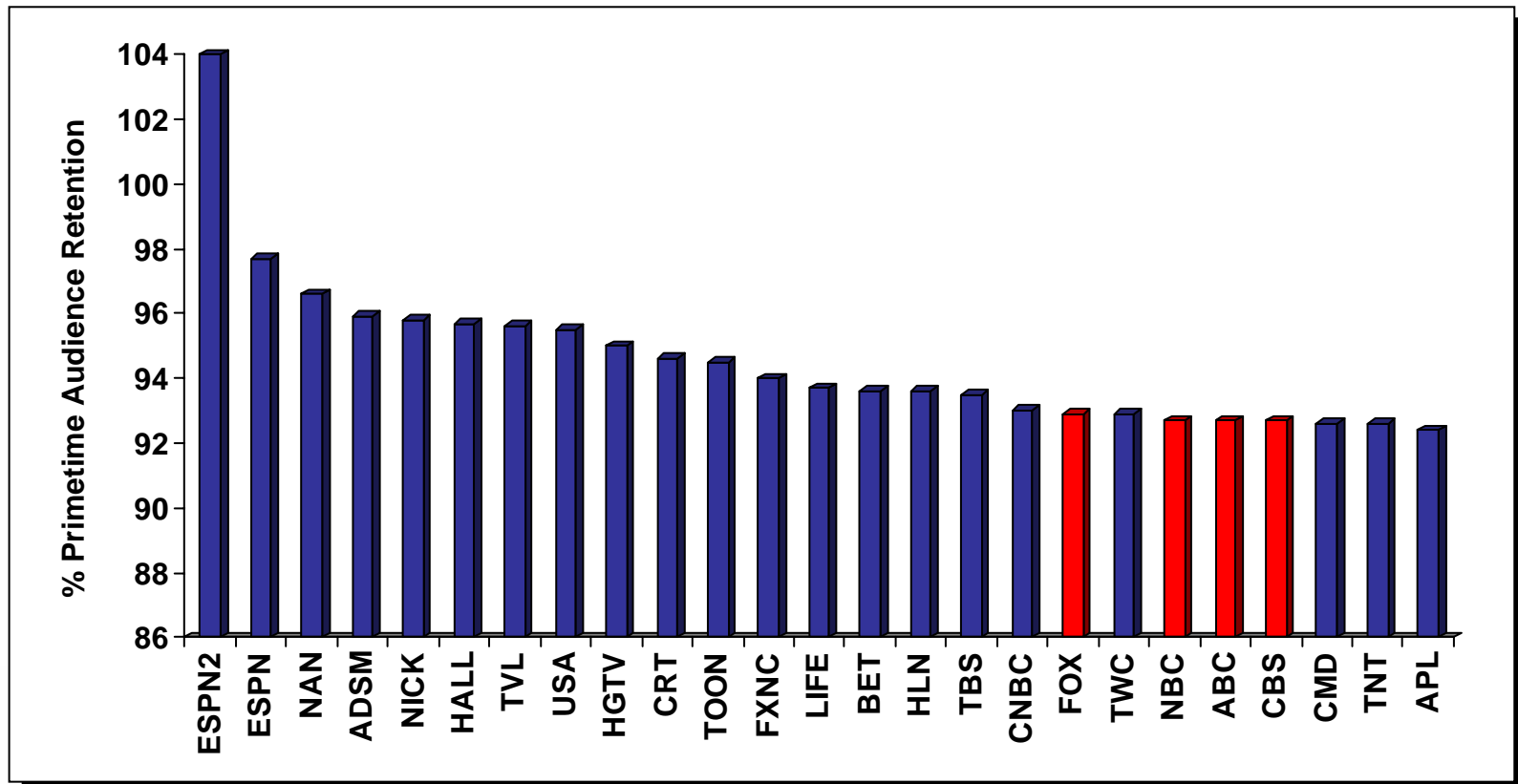


CABLE BEST AT COMMERCIAL RETENTION

The first round of Nielsen “C3” commercial ratings reveals that cable networks have a higher retention of audience during commercial breaks than broadcast, with ESPN2 actually attracting more viewers during commercial breaks than during program content.



Source: Hallmark Channel, using national Nielsen data. Based on Live+3 data, Week of 9/24/07-9/30/07. Household audience retention ranked among major distributed networks (70 million subs or more)

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