



History.ca is a top source for the most engaging programming, captivating Canadian audiences with riveting dramas and gripping stories about the people and events that have shaped our world.

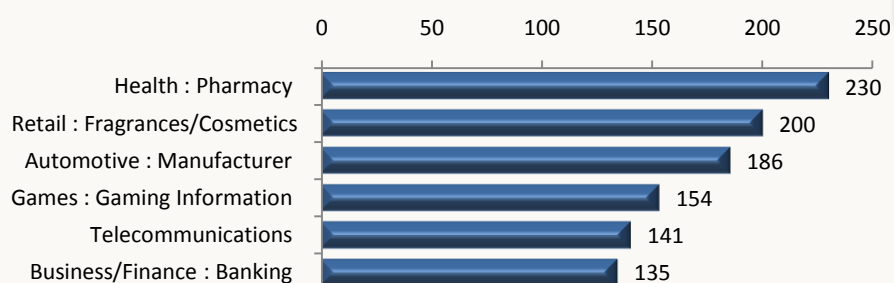
Monthly Average*:

- 83,000 Total Unique Visitors – more than double versus last year!
- 16.3 Minutes Per Visitor; 131% year-over-year increase
- 786,000 Page Views; a 120% year-over-year increase!
- 516,000 Video Views; up 239% year-over-year
- 50% of the audience is A18-49 with a sweet spot of M18-34 (118 Index vs. Total Internet)
- 58% of visitors enjoy a HHI of \$60K and 47% of visitors have a HHI of \$75K+

*Data Source: ComScore Media Metrix, Total Canada, 2+ Audience, March 2011 to May 2011 (3M-average data). Page View and Video data is from Omniture Site Catalyst, March 2011 to May 2011 (3M average data). Note: Unique Visitors and profile metrics are based on traffic going to all sites defined under "History Television Sites" in ComScore.

History.ca visitors are users of key product category sites!

Behavioural Segmentation-Composition Index Unique Visitors***



Data Source: comScore Segment Metrix, Total Canada, 2+ Audience, April 2011.

***In the chart, "Composition Index Unique Visitors" indicates how much more likely it is (vs. the Total Internet Audience) that visitors to "History Television Sites" will visit sites belonging to the product categories listed.



Ad Unit Sizes:

- 728 x 90 leaderboard
- 300 x 250 big box
- 160 x 600 skyscraper

Video Ads:

- :07 seconds
- :15 seconds
- :30 seconds