

Shape Up With Syndication

CBS TELEVISION DISTRIBUTION

Disney * **abc**
DOMESTIC TELEVISION



NBC **UNIVERSAL**
TELEVISION DISTRIBUTION



Healthy Living Is Big Business



More than half of Americans are trying to lose weight

Source: International Food Information Council Foundation , 2009

89 percent of Americans agree that certain foods have benefits that go beyond basic nutrition

A graphic of a nutrition label with a purple and white striped background. The text is written in a white, sans-serif font.

Calories	310
Total Fat	7 g
Saturated Fat	4 g
Trans Fat	0 g
Polyunsaturated Fat	1 g
Cholesterol	15 mg

Source: NPD, 2009



The global weight management market is estimated to reach \$586 billion in 2014

Source: Markets and Markets, 2009

Restaurant chains are reaching out to health-focused consumers with diet-friendly options



Source: National Restaurant News, 2010

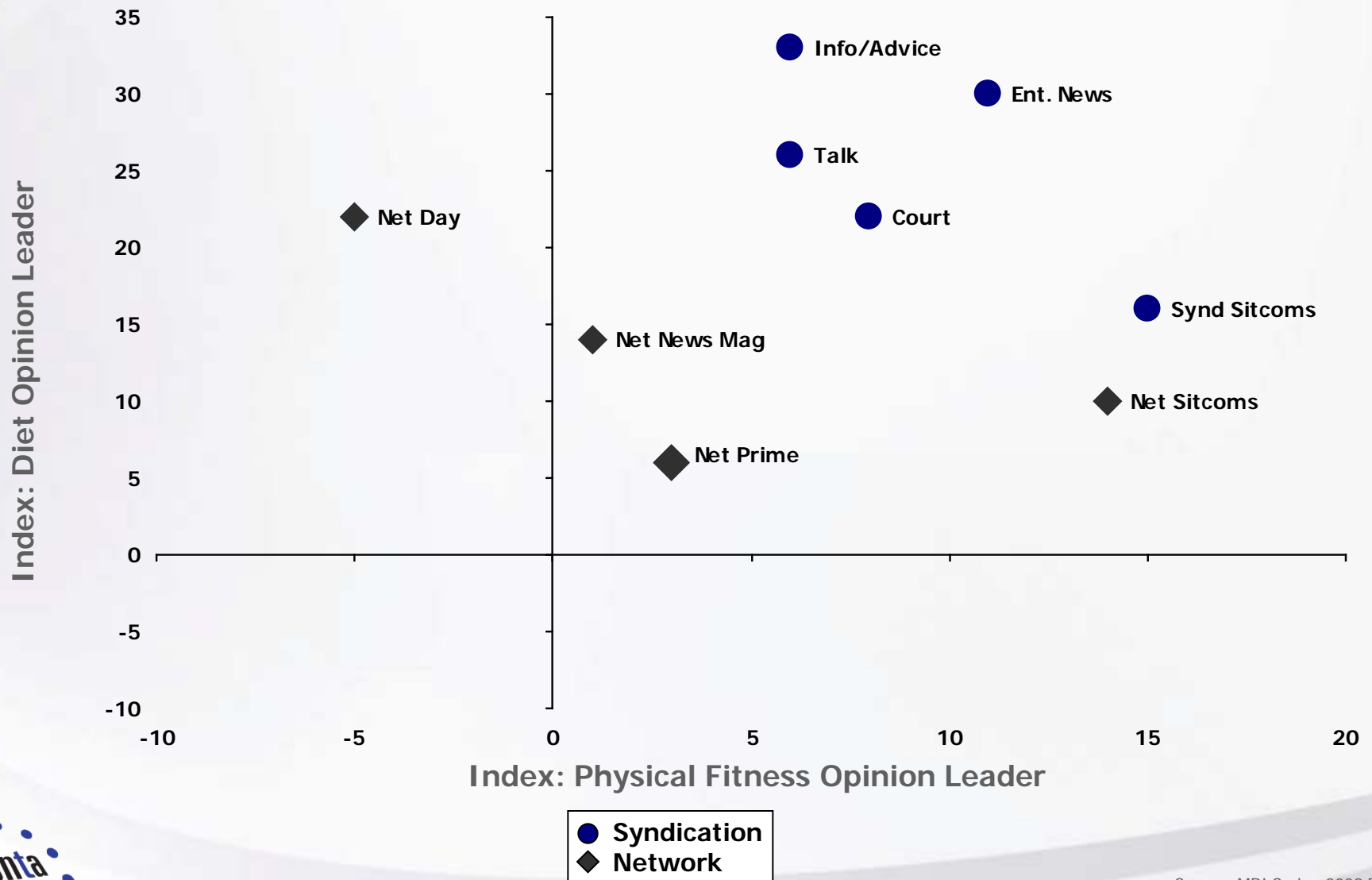


Syndication And Healthy Living

- Syndication's viewers are opinion leaders who maintain good health with exercise and diet
 - Lead active lifestyles through walking and swimming
 - Purchase vitamin supplements
 - Consult diet books and watch fitness videos
- Syndication's viewers are health-conscious label readers
 - Purchasers of fat-free and low-calorie products
 - Consumers of low-cholesterol, low sodium and sugar-free products
- Moms who watch syndication make healthy decisions for their families and for themselves
- Popular QSR's and family restaurants now include healthy menu options
 - Syndication's viewers frequent these restaurants



Syndication's Viewers Are Diet And Physical Fitness Opinion Leaders



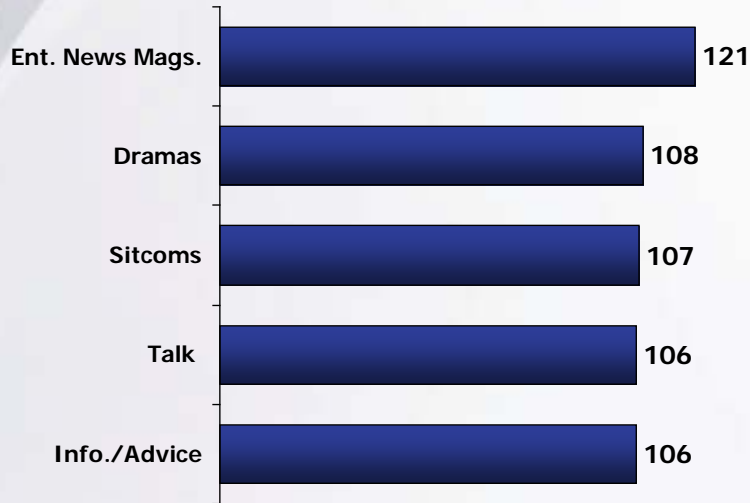
Source: MRI Spring 2009 Base: All

Diet Opinion Leader: My Family/Friends often ask for and trust my advice on Dieting

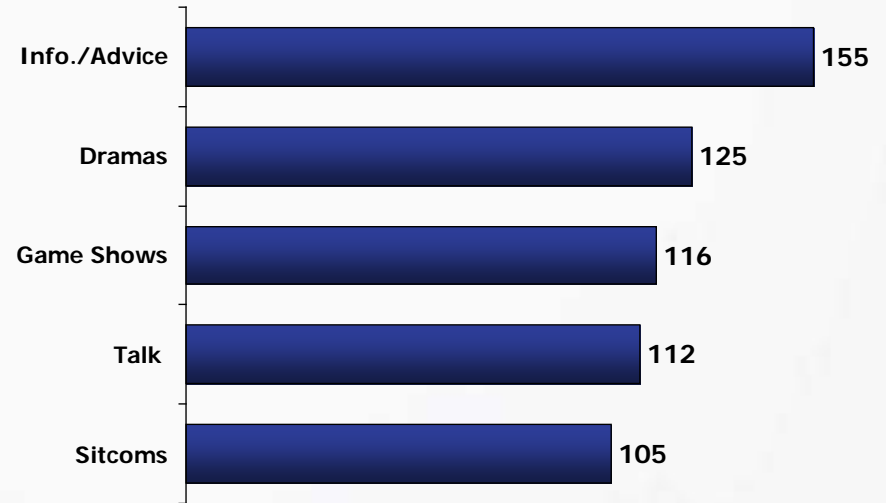
Physical Fitness Opinion Leader: My Family/Friends often ask for and trust my advice on Physical Fitness

Syndication Viewers Lead Active Lifestyles

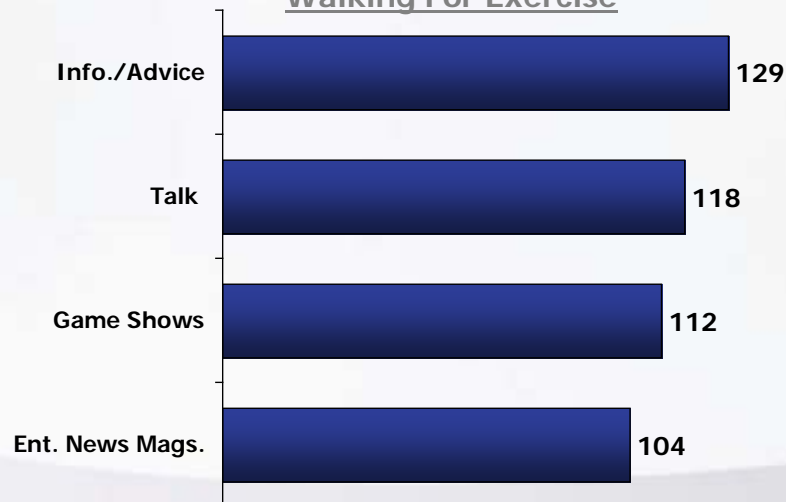
Exercise For Diet Control



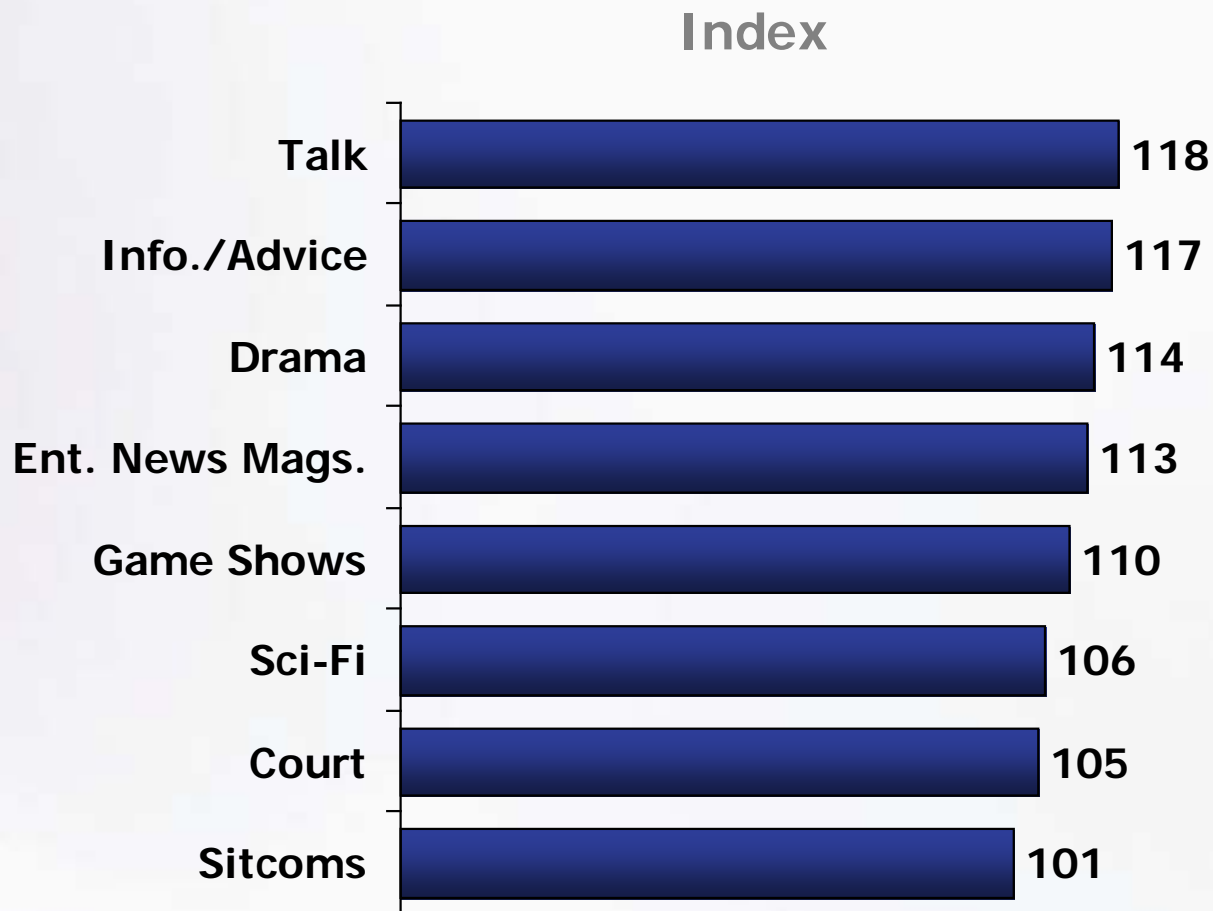
Swimming



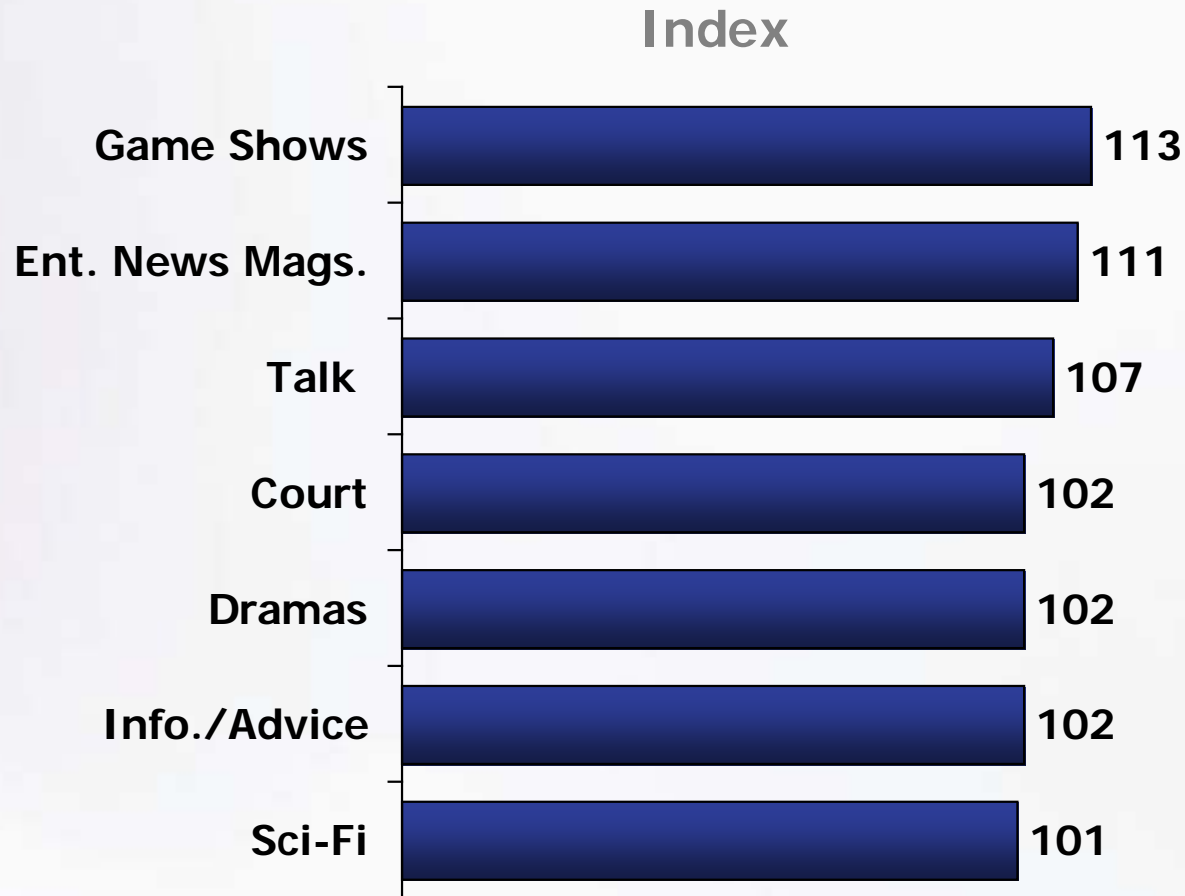
Walking For Exercise



Syndication Viewers Diet To Stay Healthy



They Incorporate Vitamins Into Their Diets

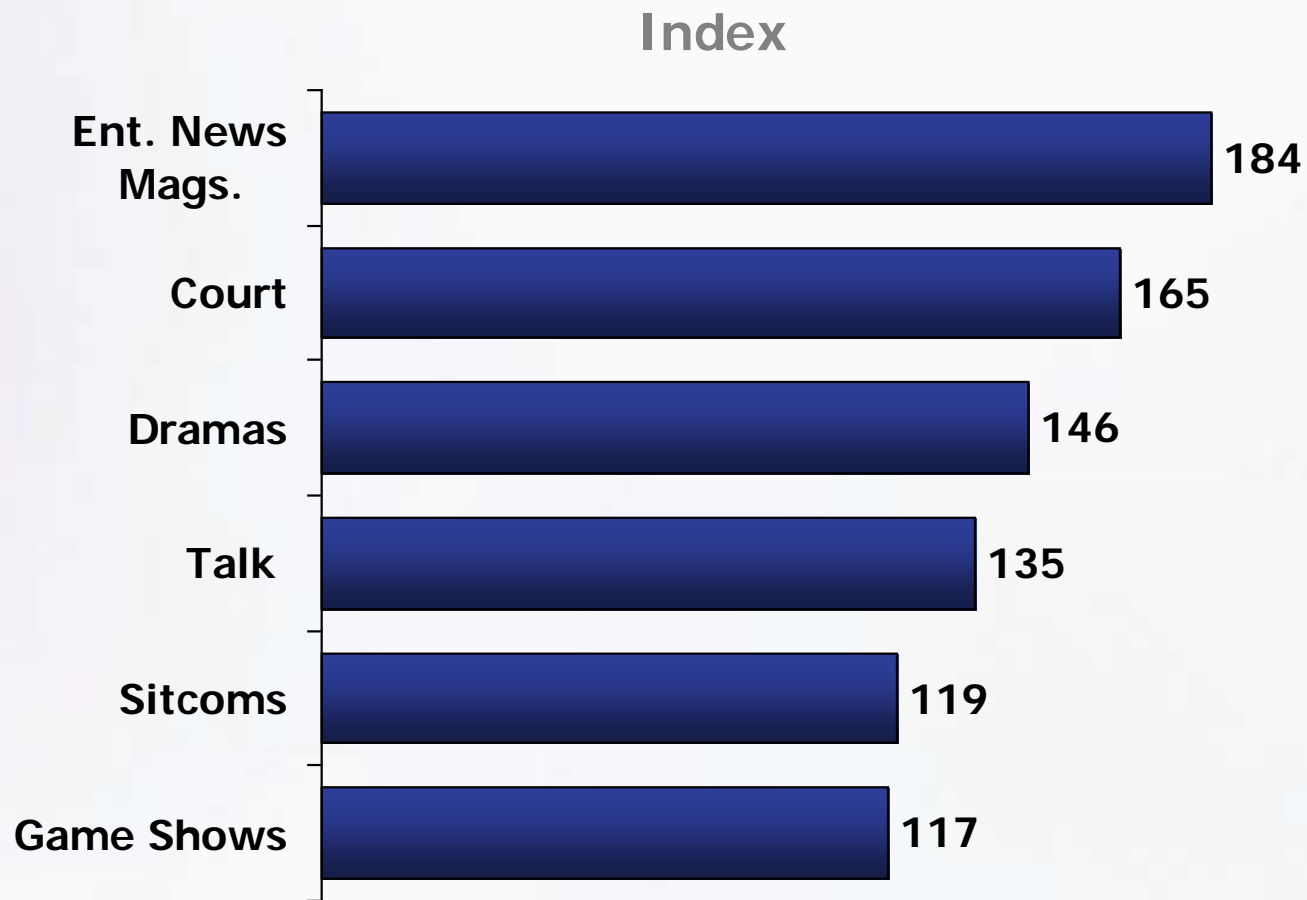


There's A Huge Appetite For Diet Books and Fitness Videos

- U.S. diet book sales total over \$500 million every year
- There are over 35,000 diet books for sale on Amazon.com
- Fitness was the only DVD genre to gain year-over-year sales in the 2008 Holiday season



Syndication Viewers Read Diet Books Or Watch Fitness Videos



Eat Healthy And Read The Label!

- 52 percent of Americans are monitoring the amount of sodium in their diets
- Consumption of foods with “light, diet and low-calorie” labels expected to increase by 18% over the next decade

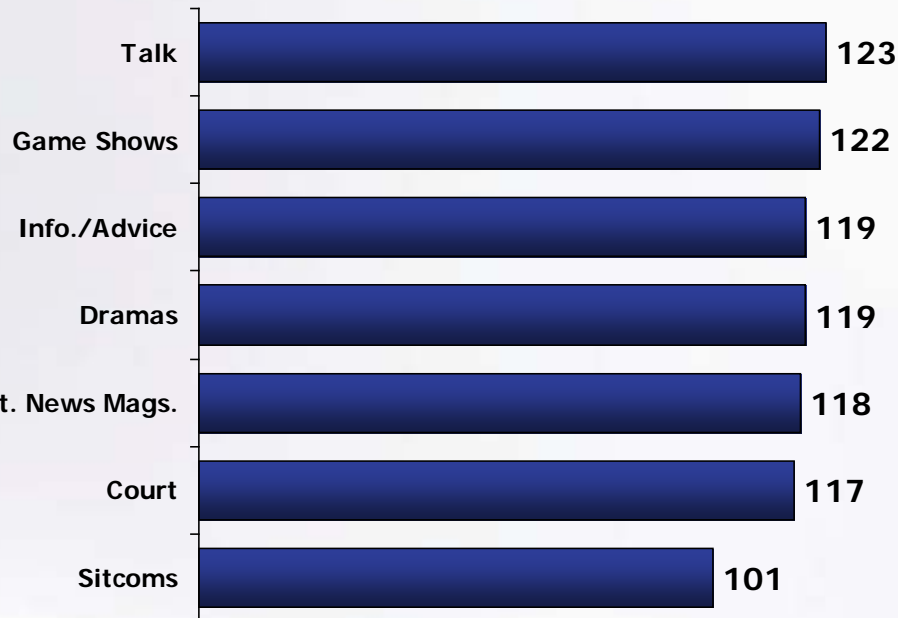


Syndication's Viewers Are Health-Conscious Label Readers

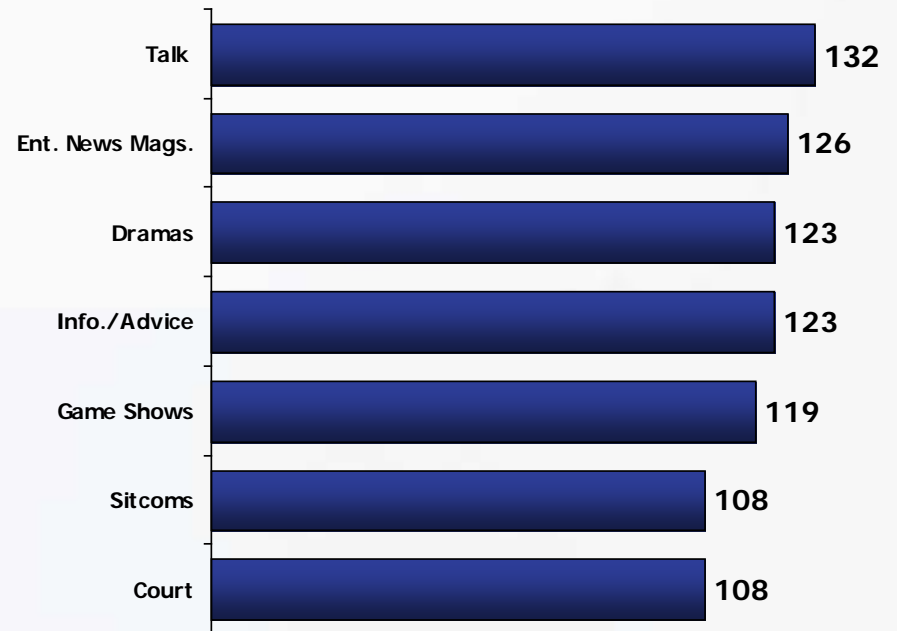


Syndication Delivers Consumers Of Healthy Products

Fat Free

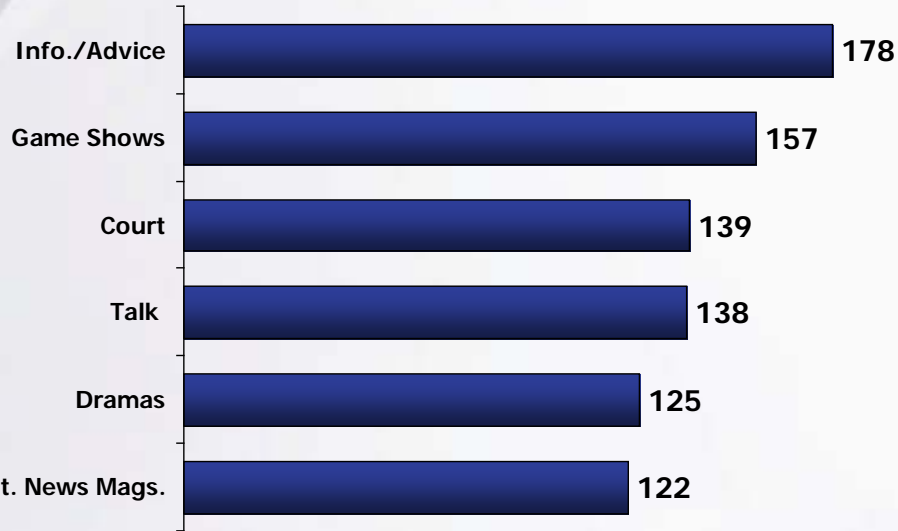


Low Calorie

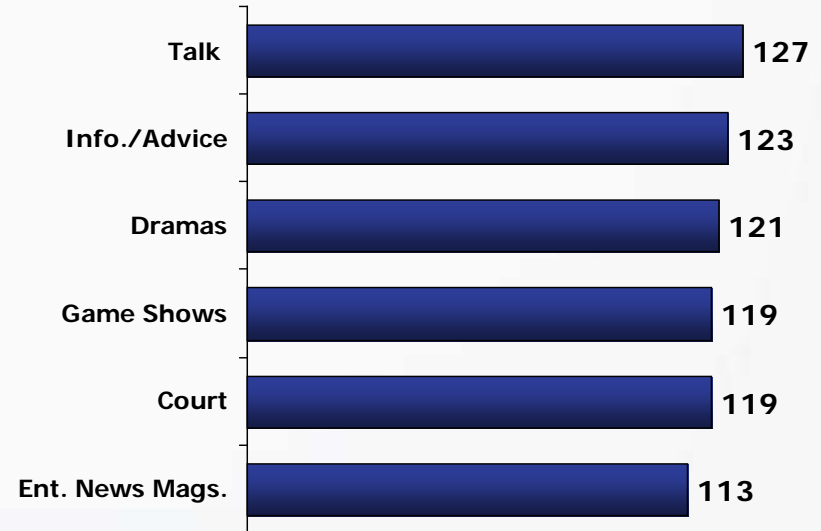


Syndication Delivers Consumers With Dietary Needs

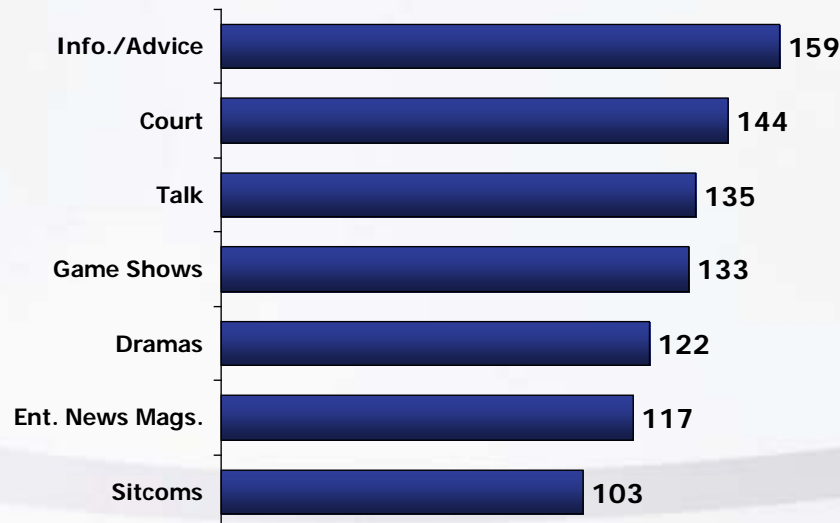
Low-Cholesterol



Sugar-Free



Low-Sodium



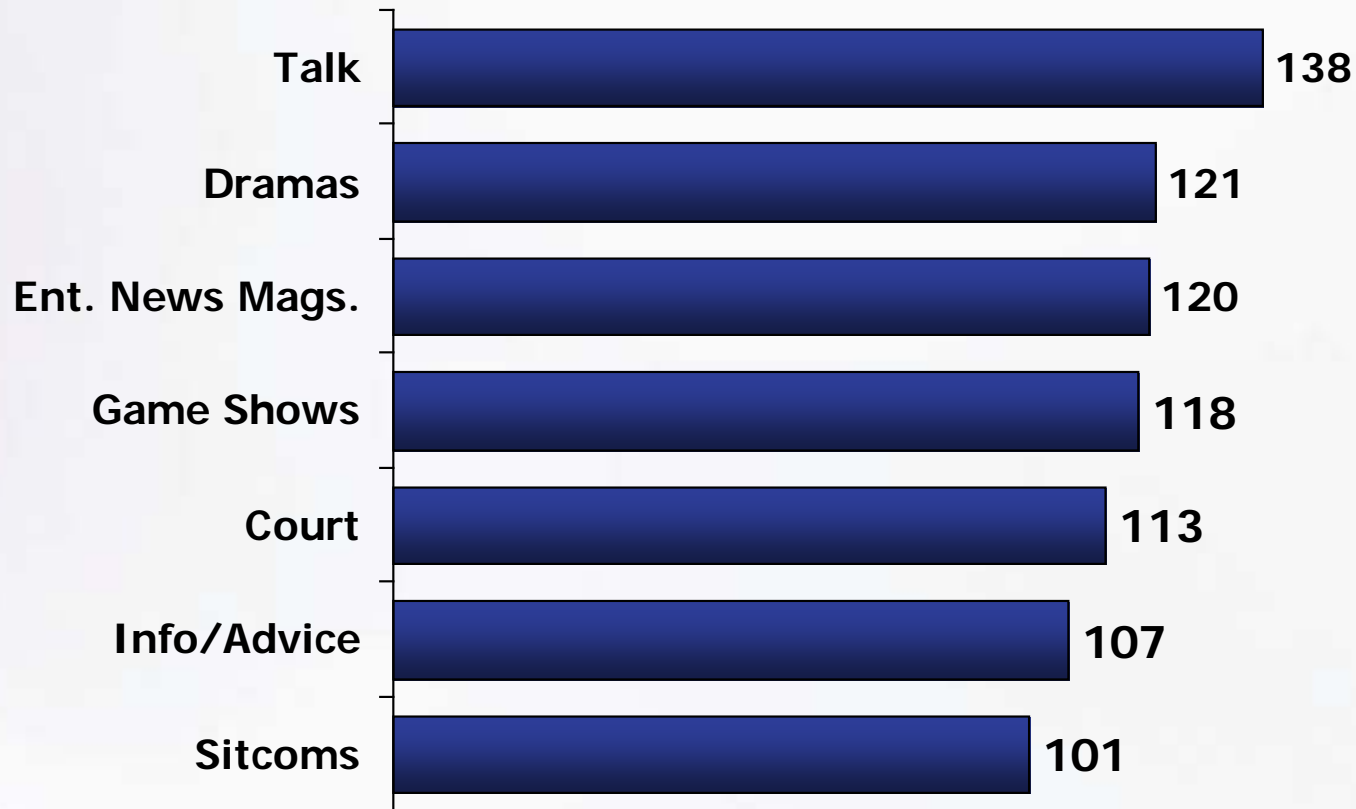
Healthy Moms: Shopping For Themselves and Their Families

- Three-fourths of new moms actively seek out foods with nutrition benefits
- Over two-thirds of moms feel they are extremely or very knowledgeable about nutrition and eating
- 81 percent of moms feel they are the primary source of nutrition education for their children



Syndication's Moms Buy Healthy Products

Syndication Index

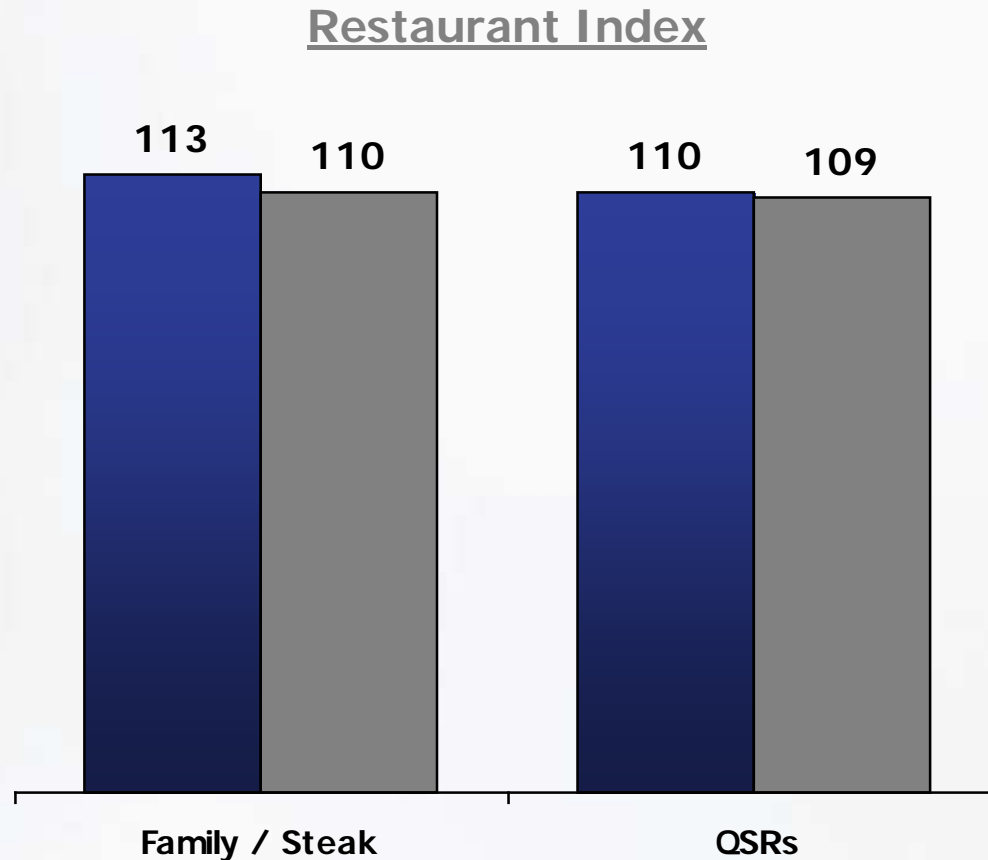


Healthy Restaurant Options: Meeting Consumer Demand

- Restaurant chains are responding to municipalities by offering healthier options and supplying calorie information
- Reduced calorie items are appealing to health-conscious consumers on the go
- Taco Bell's "Drive-Thru Diet" offers seven options with a fraction of the fat and calories
- KFC's Grilled Chicken meal offers a healthful alternative

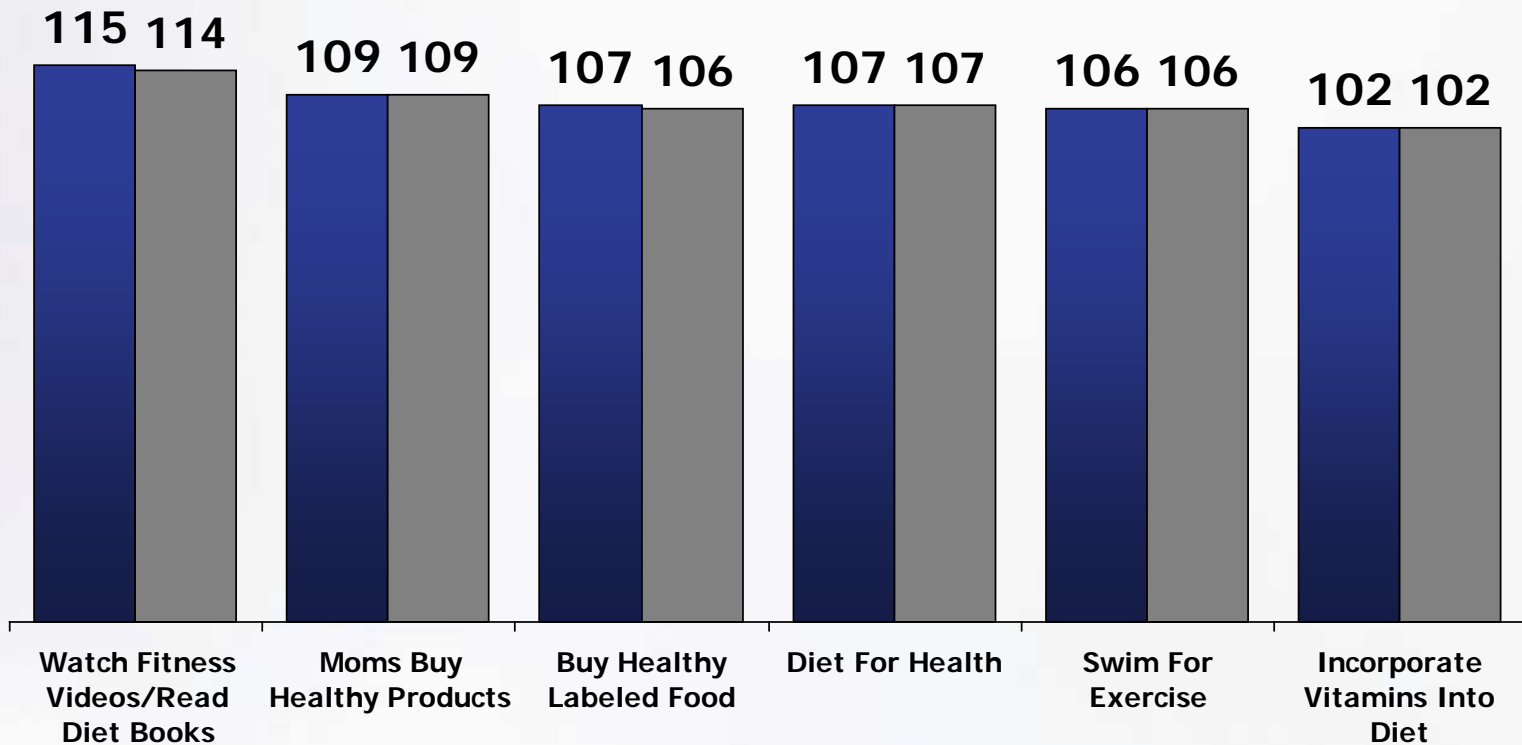


Syndication Viewers Frequent Family Restaurants and QSRs



Syndication Viewers And Healthy Living

Index:



Source: MRI Spring 2009. Base=All.
Swimming For Exercise Index: Engage in 2+ times per week
Index: Diet for weight loss, health condition, or fitness
Index: Used Vitamin Supplement In Last 6 Months
Index: Use Diet Control Book or Watch Exercise/Fitness video tapes or DVD's
Index: Buy Food Labeled As Healthy
Index: Moms (Presence of Children 6-17 & Women) - Buy Fat - Free Food or Low Carb

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Syndicated Television: *Great Programs, Great Value*