

THE STYLE NETWORK'S SUNDAY NIGHT ORIGINALS UP 110% IN TOTAL VIEWERS YEAR OVER YEAR DRIVING NETWORK'S BEST FIRST QUARTER DELIVERY

Network Continues To Be Fastest Growing Women's Cable Network Now Available In More Than 78 Million Homes

LOS ANGELES – March 27, 2012 –The Style Network marked its best first quarter in network history, up an impressive +26% among W18-34 year-over-year in primetime, according to Nielsen. Ranked as the second most affluent cable network among W18-49, Style continues to hold its title as the fastest growing women's cable network now available in more than 78 million homes. Style's success is fueled by its popular returning original series on Sunday nights delivering +110% in total viewers over the time period average a year ago. "Jerseylicious," now in its fourth season, is enjoying its most watch season ever and the sophomore season of "Big Rich Texas" is up an impressive +36% among the desired W18-49 from its season one average. The network continues to resonate with younger viewers, lowering its median age by four years to 38, year-over-year.

"Building on our momentum from last year, Style has once again delivered engaging original series that have resonated with our young, affluent and diverse audience," said Salaam Coleman Smith, President, The Style Network. "We look forward to second quarter and the rest of 2012 with several new original offerings and the upcoming fifth season premiere of 'Giuliana & Bill' on April 3."

Original programming on Sunday nights was the top destination for Style viewers in first quarter 2012, with "Jerseylicious" and "Big Rich Texas" averaging over 525,000 total viewers from 8pm-10pm. The strength of these series has propelled Style to one of the Top 15 ad-supported cable networks among W18-34 (138,000) in the time period on Sundays from 8pm-10pm. The Style Network averaged 154,000 total viewers in primetime up +9% and was driven by its core W18-49 (64,000) and W18-34 (34,000) audience.

Source: Nielsen, L+SD Preliminary Data – Best 1Q Ever 1Q12 to date (12/26/11-03/21/12) dating back to 1Q05 (12/27/04-03/27/05) W18-34 Imp Prime 8P-11P, YOY Growth W18-34 Imp 1Q12 to date (12/26/11-03/21/12) vs. 1Q11 (12/27/10-03/27/11) Prime 8P-11P, Most Affluent Prime 8P-11P based on W18-49 VPVH HHI \$125K+ Style ranks #2 ranks against all ad-supported cable net, Fastest Growing Women's Net Universe Estimate Mar. 11 vs. Mar. 10 w/ over 70% W2+ composition, Most Watched Season Jerseylicious S4 To Date (02/19/12-03/18/12) vs. Prior Season Equivalent (05/15/11-06/12/11) P2+ Imp, Season on Season Growth W18-49 Imp Big Rich Texas S2 (02/19/12-03/18/12) vs. Prior Season Equivalent (07/17/11-08/14/11), Style Total Day 6A-3A P2+ Median Age 1Q12 to date (12/26/11-03/21/12) vs. 1Q11 (12/27/10-03/27/11), Prime Avg 1Q12 to date (12/26/11-03/21/12), Jerseylicious and Big Rich Texas Program Avg Sun. 8P-10P (02/19/12-03/18/12) vs. Year Ago Time Period Avg (02/20/11-03/20/11), Ad-Supported Cable Rank Sun 8P-10P Time Period Avg (02/19/12-03/18/12).

About The Style Network

The Style Network is the destination for women 18-49 with a passion for the best in relatable, inspiring and transformational lifestyle programming. Style currently counts more than 78 million cable and satellite subscribers and is the fastest growing women's network in the U.S. Mystyle.com keeps women up-to-date on all of the latest fashion and beauty news on the web. Style's popular series include "Tia & Tamera," "Jerseylicious," "Giuliana & Bill," "Glam Fairy" and "Big Rich Texas." The Style Network is a network of NBCUniversal Entertainment & Digital Networks and Integrated Media, a division of NBCUniversal, one of the world's leading media and entertainment companies in the development,

production, and marketing of entertainment, news, and information to a global audience. Follow us on Twitter at <https://twitter.com/StyleNetPR>.