

GMC TV'S STRONGEST RATINGS MONTH EVER MOVES NETWORK INTO TOP 40 IN AD-SUPPORTED CABLE

GMC is Cable's Fastest Growing General Entertainment Network

ATLANTA, GA – May 1, 2012 – GMC TV, America's favorite channel for uplifting music and family entertainment, announced today that April was the network's strongest ratings month ever, moving GMC into the top 40 among all ad-supported cable networks.

GMC ended April with a total day W25-54 coverage rating of 0.12 (source 1). The W25-54 rating ranks GMC 40th versus all ad-supported cable (source 2).

GMC's W25-54 rating was up 140% from April 2011, making GMC the fastest growing general entertainment network in ad-supported cable for the month (source 3).

In Prime, GMC's household (0.29) and W25-54 (0.18) ratings were the network's best ever, powered by the GMC World Premiere Movie *Heaven's Rain*, the GMC World Premiere Play "For Richer or Poorer", the Easter holiday week stunt, "Greatest Stories Ever Told" and the GMA Dove Awards (source 4).

GMC's record-setting April comes on the heels of the network's strong first quarter, its highest-rated ever among W18-49 and 25-54, as well as A18-49 and 25-54. The first quarter was the 15th consecutive quarter of year-to-year growth for the network (source 5).

"These latest Nielsen numbers tell a great growth story as we head into the upfront," said Leslie Chesloff, executive vice president, programming. "It clearly demonstrates that television viewers are looking for positive, family friendly alternatives. This reinforces GMC's position as television's leading destination for uplifting entertainment."

GMC (www.watchGMctv.com) is America's favorite television channel for uplifting music and family entertainment. The Parents Television Council™ has twice awarded its Entertainment Seal of Approval™ to GMC for being "an authentic family-friendly cable network." GMC is the only television network brand to be so

honored. GMC can be seen in more than 51 million homes on various cable systems around the country, as well as DISH Network on channel 188, DIRECTV on channel 338 and Verizon FiOS on channel 224. Follow GMC TV on Facebook and Twitter at <http://facebook.com/gmctv> and <http://twitter.com/gmctv>.