SPROUT® RATINGS SIZZLE AS NETWORK RANKS #1 IN YEAR-TO-YEAR SUMMER GROWTH OF KIDS
2-11 AMONG ALL CABLE NETWORKS

ACHIEVES TENTH CONSECUTIVE MONTH OF DOUBLE-DIGIT PERCENTAGE GAINS

Philadelphia, PA August 28, 2012 24-hour preschool television channel Sprout achieved its best three months to date in its network history during the summer of 2012 ranking within the top ten among all cable networks in total day household average audience growth, up 35k homes versus the same period last year. Sprout was also the top network in growth among kids 2-11 (+39k viewers) and kids 2-5 (+31k viewers).

During the month of August, the network averaged a household total day coverage area of a 0.22 rating/122k homes, a 13% increase over the previous August average of 0.21rating/108k homes. Sprout delivered year over year double-digit percentage gains again, marking its tenth consecutive month of household percentage growth (November 2011 through August 2012).

Sprout s ratings have seen continued growth during the heavily competitive summer months said Sandy Wax, president of Sprout. Our Sprout PJ Party featuring the Pajanimals, which aired every Saturday morning during the month of August, generated double-digit percentage growth over our typical Saturday morning.

Sprout s largest gains in August occurred during The Sharing Show block (M-Su 4-6p) where it was up 37% in households and 47% in kids 2-5 and during The Good Night Show block (M-SU 6-9p) which saw a 39% increase in households and 40% in kids 2-5 versus one year ago.

About Sprout®
Available in over 50 million homes, Sprout is the first 24-hour preschool destination available on TV, on demand and online for children ages 2-5 and their parents and caregivers. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of a preschooler from breakfast to bedtime with its distinctive, interactive programming and original hosted blocks. Sprout s VOD offering is the #1 on demand service for younger children with over one billion views.

Sprout is a partnership among NBCUniversal, PBS, Sesame Workshop and Apax Funds.
Its program lineup of gold-standard, curriculum-based preschool shows includes:
Sesame Street®, Bob the Builder , Barney & Friends , The Wiggles®, Caillou®, Pajanimals , Thomas & Friends , LazyTown , and more.

www.SproutOnline.com
www.facebook.com/Sprout
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Source: Nielsen Media Research, National MIT; Live+Same Day playback. August 2012 (7/30-8/26) vs. August 2011 (8/01-8/28); Summer 2012 (5/28-8/26) vs. Summer
2011 (5/30-8/28). Rank of growth among cable networks includes only those networks with national overnight measurement during both summer periods. Final
three hours for 8/26/12 (3a-6a) unavailable at time of release.