

STYLE MEDIA DELIVERS BEST APRIL EVER AMONG W18-34 UP +77% AND W18-49 UP +62% WHILE CEMENTING NEW TUESDAY NIGHT OF PROGRAMMING

Season Two Finale of “Big Rich Texas” Delivers Network’s Most Watched Telecast of The Year Among W18-34 and W18-49

MyStyle.com Up +180% in Video Streams Year-Over-Year

LOS ANGELES -- May 1, 2012 –Hyper serving Style Media’s key demographic of women 18-49 that can’t get enough of fashion, beauty and stylish living, the network delivered its best April ever among W18-34 in primetime, up an impressive +77%, and W18-49, up +62%, while lowering its median age by eight years to 38, year-over-year, according to Nielsen. Driven by the success of “Giuliana & Bill,” Style Media cements a new night of programming on Tuesdays, more than quadrupling its audience in the 8pm hour year-over-year among the coveted W18-49. Additionally, the second season finale of “Big Rich Texas” on Sunday, April 29 delivered the series most watched episode ever and Style’s most watched telecast of the year for W18-34 and W18-49 drawing 565,000 Total Viewers. On the digital front, MyStyle.com saw triple digit increases for Video Streams, up +180% year-over-year.

Style’s Sunday night original programming continues to resonate with fashion, beauty and stylish loving viewers with “Jerseylicious” and “Big Rich Texas” more than doubling the time period year-over-year, up +175% in W18-49 and up +125% in Total Viewers. The fourth season of “Jerseylicious” is averaging 550,000 Total Viewers while the second season of “Big Rich Texas” averaged 435,000 Total Viewers, driven by a 34% gain in the younger W18-34 demo, season-over-season.

Now in its fifth season and pacing to be its highest rated ever, “Giuliana & Bill” (Tuesdays at 8pm ET/PT) is averaging 515,000 Total Viewers, up (28%) vs. season four, and 263,000 among W18-49 (+36%) vs. last season. The series delivered its most watch episode ever on Tuesday, April 24 as viewers got a behind the scenes look at Giuliana and Bill’s decision to proceed with a gestational carrier and the moving phone call that they are in fact pregnant.

Source: Nielsen, NPM, L+SD Data – April 2012 (03/26/12-04/29/12) vs. April 2011 (03/28/11-04/24/11) Prime M-Su 8P-11P Imp and P2+ Median Age, Tuesday 8P-9P Program 1Z4 Time Period Average Giuliana & Bill Premiere To Date (04/03/12-04/25/12) vs. April 2011 Time Period Average (03/28/11-04/24/11) ranked against all ad-supported cable nets on W18-49 Imp, Giuliana & Bill S5 To Date (04/03/12-04/24/12) vs. Prior Season Equivalent (07/18/11-08/08/11) Imp, Giuliana & Bill #504 (Tues, 04/24/12, 8P-9P) ranked against all original episodes series to date (08/05/09-04/24/12) P2+ Imp, Jerseylicious S4 and Big Rich Texas S2 Originals To Date (02/19/12-04/29/12, excludes specials on 4/22/12) vs. Su 8P-10P Year Ago Time Period Average (02/20/11-05/01/11) Imp, Big Rich Texas S2 (02/19/12-04/29/12) vs. Prior Season (07/17/11-10/02/11) Imp, Big Rich Texas #210 (Sun, 04/29/12, 9P-10P) vs. Series To Date Original Episodes (07/17/11-04/15/12) and Style Individual Telecast Rank 2012 YTD (12/26/11-04/29/12) W18-34/W18-49 Imp; Omniture, SiteCatalyst – Video Starts April 2012 (04/01/12-04/30/12) vs. April 2011 (04/01/11-04/30/11).

About Style Media

Style Media 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>.