

GMC TV HAS HIGHEST RATED QUARTER EVER AMONG TARGET DEMOS

16th Consecutive Quarter
of Year-to-Year Growth

Fastest-Growing General Entertainment Ad-Supported Cable Network Among W25-54 and W18-49

ATLANTA, June 26, 2012 – GMC TV, America’s favorite channel for uplifting music and family entertainment, announced today that the second quarter was its highest-rated ever among W25-54 and 18-49.

The second quarter was the 16th consecutive quarter of year-to-year growth for GMC (source 1), and the network’s year-to-year ratings among W25-54 and W18-49 are up 100% and 90%, respectively, making GMC the fastest growing general entertainment net in ad supported cable among these two key demos. (source 2)

Additionally, GMC ended the quarter as a Top 50 net in W25-54 (48th) and W18-49 (49th) in coverage ratings versus all ad-supported cable. The network’s female audience concentrations are highly competitive, with a W25-54 VPVH of 384 ranked 14th, and a W18-49 VPVH of 322 ranked 30th among all ad-supported cable networks. (source 3)

GMC’s strong growth for the quarter was fueled by the network’s original programming including GMC World Premiere Movies such as Heaven’s Rain and Smitty, the GMC World Premiere Stage Plays “For Richer or Poorer” and “In Sickness and in Health,” and GMC’s World Premiere Special presentations of the GMA Dove Awards and “Jesus: The Mini-Series.”

“2012 is well on its way to being a milestone year for GMC,” said Leslie Chesloff, executive vice president, programming, GMC. “Our growth among key demos has been tremendous and is showing no signs of slowing. In fact, with the upcoming expansion of our World Premiere Movies and World Premiere Series slates, we anticipate ratings growth to accelerate in the months ahead.”

GMC (www.watchGMCTv.com<<http://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 52 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>.