

BRAVO MEDIA RANKS AS TOP 10 CABLE ENTERTAINMENT NETWORK AMONG ADULTS 18-49 AND 25-54, MARKING 6 PERCENT GROWTH AMONG TOTAL VIEWERS AND EARNS MOST WATCHED 2ND QUARTER IN NETWORK HISTORY

Bravo Mobile Records Best Quarter Ever In Page Views

NEW YORK – June 26, 2012 – Bravo Media ranks as the #8 cable entertainment network among adults 18-49 and #9 among adults 25-54 for second quarter and earns its best second quarter in network history among total viewers, according to Nielsen. Maintaining its position as the No. 1 network with the most upscale, educated and engaged audience in cable entertainment, the network averaged 951,000 total viewers, 567,000 adults 18-49 and 592,000 adults 25-54 this past quarter, marking six percent growth among total viewers compared to Q2 2011. In addition, Bravo delivered its most watched April and May ever in primetime driven by its breakthrough original programming including “Shahs of Sunset,” “Million Dollar Listing New York,” “Pregnant In Heels,” “Don’t Be Tardy to The Wedding,” “Around The World in 80 Plates,” and “The Real Housewives of New Jersey.” For more information, visit www.BravoTV.com and follow us on Twitter at <https://twitter.com/BravoPR>.

Fans continue to connect with their favorite shows and Bravolebrities beyond the television screen as Bravo Mobile delivered its best quarter ever in page views, up 26% percent compared to Q2 2011. Bravo Mobile also delivered its best June ever in unique visitors.

Bravo boasted 10 series this quarter that averaged over one million total viewers including new originals “Shahs of Sunset” season one finale earned its highest rated episode of the series with 1.8 million total viewers (4/15/12), “Million Dollar Listing New York” season one finale delivered a series high among all key demos with 1.3 million total viewers (5/02/12) and “Interior Therapy With Jeff Lewis” averaged 1.2 million total viewers. Returning Series highs include “The Real Housewives of Atlanta” averaging 3.5 million total viewers; this past Sunday’s (6/24/12) episode of “The Real Housewives of New Jersey” earned 2.9 million total viewers; “Bethenny Ever After” scored 1.7 million total viewers and “Tabatha Takes Over” with 1.3 million total viewers. Also showing tremendous double digit growth this season, season 2 of “Pregnant in Heels” is averaging 827,000 total viewers to-date, up 22 percent compared to the previous season.

Behind the strength of “The Real Housewives of Atlanta” season four reunion part three, “The Real Housewives of New Jersey” season four premiere and “Watch What Happens Live” on April 22, Bravo earned its best total day of the year among adults 18-49 and best Sunday ever among all key demos in primetime. In addition, the network delivered its highest rated Thursday of the year to-date among all key demos on April 19, helping Bravo score its highest rated week of the year to-date among all key demos in primetime (4/16-4/22).

The network’s historic second quarter was fueled by rating milestones including “Don’t Be Tardy for the Wedding,” which delivered Bravo’s highest rated new series outside The Housewives franchise since “Bethenny Getting Married” among all key demos averaging 2.02 million total viewers and 1.18 million adults 18-49. On June 17, “Watch What Happens Live” earned its highest rated season premiere ever among all key demos with over 1.7 million total viewers and 1 million adults 18 – 49, marking a double digit increase up 64 percent and 59 percent respectively compared to the season six premiere (1/8/12). Pacing to be the most watched season of the series, “The Real Housewives of Orange County” season seven is averaging an impressive 2.7 million total viewers up four percent versus the prior season.

Source: Nielsen Media Research, L7 data through 6/10/12 blended with LS data through 6/24/12, NHI calendar, Primetime- M-Su 8p-11p, cable entertainment ranks include all measured ad-supported cable entertainment networks that air in more than 50% of primetime (M-Su 8p-11p) through 6/24/12, #8 P18-49 rank tied with FOOD, upscale/educated: L7, 2Q12 through 6/10/12, P18-49, M-Su 8p-11p, HHI \$125K+ w/ 1+ College, AA VPVH, includes all measured ad-supported cable entertainment networks primetime, engaged: Nielsen TV Brand Effect (IAG), 2012 thru 6-10-12, P18-49, prime, non-sports, ranked against IAG measured cable networks, single day/week/new series stats based on Live+SD data, 2Q series averaging over 1MM includes all original series with 1+ premiere telecast in 2Q. Omniture SiteCatalyst (Bravo Mobile; 2Q 2012, 2Q 2011, June 2012).

Bravo is a program service of NBCUniversal Cable Entertainment, 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. Bravo has been an NBCUniversal cable network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information, visit www.BravoTV.com. Follow us on Twitter at <https://twitter.com/BravoPR>.