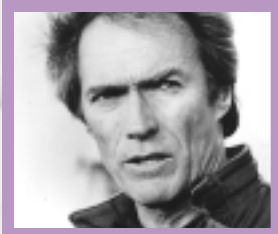
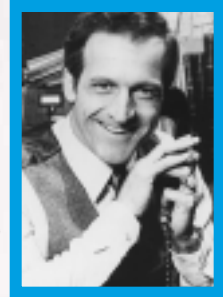


PRIME™



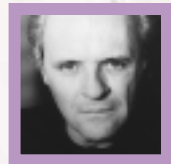
Quite simply, PRIME™ is in a class by itself.



It offers something new and different, something unique and refined. Something that appeals to mature and affluent audiences.



It satisfies the viewing needs of those who love drama... movies... programs that inform and entertain... and (most importantly)



television that involves them.



Its appeal is highest among the 'Baby-Boomer-Plus' market (age 33-63) especially those interested in upscale, tasteful television viewing.



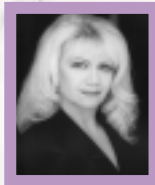
It presents amazing drama... news and information... Sunday Big Events... Lifestyle &



Leisure... and a wide range of programs that appeal to the discriminating viewer.



It may serve to define the next generation of high performance specialty channels.



It will definitely challenge you to think about Specialty Channels in a new way.

