

HawthoRNe/MEMPHIS BEAT

PROMOTIONAL Overview

Two powerful dramas. One big night of television.

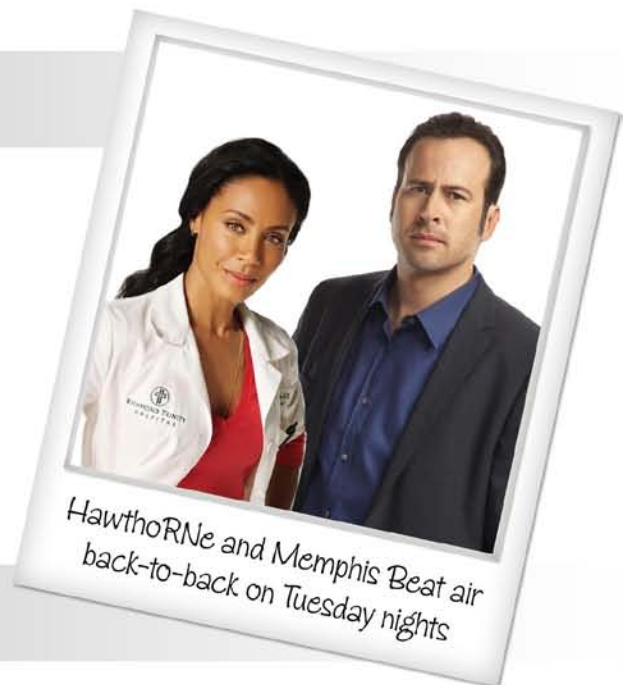
Last summer's hit drama HawthoRNe returns to TNT starring Jada Pinkett Smith as nurse Christina Hawthorne. The woman who breaks all the rules at the hospital is about to break some of her own as she fights to save a hospital in crisis and finds herself along the way.

Memphis Beat is an offbeat drama stars Jason Lee as Dwight Hendricks, "the keeper of Memphis". He is a true a southern gentleman and a police detective who is protective of his fellow citizens, reverential of the city's history and deeply-rooted in its blues music scene.



PROMOTIONAL Requirements

- Run 150 or more HawthoRNe taggable tune-in spots and 150 or more Memphis Beat taggable tune-in spots between 6/23/10 and 8/08/10 during 2 consecutive weeks.
- Spots must run on a variety of these networks: Lifetime, E!, Food Network, FX, HGTV, and TLC.
- Daypart requirements: 30% must run 6pm – midnight
- Promotion available to systems with 50,000+ subscribers



PROMOTIONAL Materials

- With a qualifying new or incremental advertising investment, you can receive a 32" Sony Bravia LCD TV and Sony Blu-ray Disc Player (ERV \$1,000).
- HawthoRNe and Memphis Beat :20/:10 taggable spots
- There are no advertising category restrictions for this promotion

Reach your business ambition with Charter Media today.

