

My Black is Beautiful – New Season
Sundays @ 12p, Returns 5/2



Money Hunters – New Series
Saturdays @ 7p, Premieres 5/1



Superswarm – New Series
Sundays @ 11a, Premieres 5/2



Seven Deadly Sins – Movie Premiere
Monday @ 7p, Premieres 5/24



When I Was 17 – New Series
Saturdays @ 10a, Premieres 5/1



World's Toughest Fixes – New Season
Thursdays @ 8p, Returns 5/6
Storm Worlds – New Series
Sundays @ 7p, Premieres 5/16
Can It Be Built? – New Series
Sundays @ 8p, Premieres 5/23



Heavy Haulers – New Series
Thursdays @ 9p, Premieres 5/6
The World's Fattest Man – New Series
Sundays @ 8p, Premieres 5/23



How'd You Get So Rich? – New Season
Wednesdays @ 9p, Returns 5/6



Women Behind Bars – New Season
Tuesdays @ 9p, Returns 5/4
You're Wearing That?!?! – New Series
Fridays @ 9p, Premieres 5/14

TLC: *Cake Boss – New Season*

Mondays @ 8p, Premieres 5/31
26 episodes

One thriving bakery plus one large family plus one charismatic boss equals a recipe for great programming. TLC's favorite baker is back for more. Don't miss all new episodes of Cake Boss!

Target Demo: W18-34, A18-49

BRAVO: *The Real Housewives of New Jersey – New Season*

Mondays @ 9p, Premieres 5/3

The reality show that spawned the latest Jersey craze will be returning for season 2! Last year's finale was quite a showdown. Be sure to tune in and pickup where the drama left off with these feisty housewives. Whether they are throwing a family function, out for a night on the town, or just gossiping with the girls – the ladies always find a way to be over the top and stay true to their own Jersey style.

Target Demo: W18-49, W25-54

Hallmark: *Meet My Mom – Movie Premiere*

Saturday @ 8p, Premieres 5/8

This year, Hallmark includes a new original movie in their Mother's Day programming. *Meet My Mom* is the story of a divorced single mother whose son is pen pals with an army soldier in active duty. The young boy introduces the two and sparks fly, but can she willing to accept with the hard life of an army wife?

Target Demo: W25-54

MTV: *Guy Block – 2 New Series*

The Dudesons in America

Thursdays @ 9p, Premieres 5/6

If you liked *Jackass*, you'll love *The Dudesons*. These Finnish extreme stuntmen and pranksters are totally lovable and totally crazy. The Dudesons want to live out their American dream – to do even stupider stunts and pranks than they did back home.

The Ultimate Parkour Challenge

Thursdays @ 9:30p, Premieres 5/6

MTV's new series showcases the world's fastest growing extreme sport, Parkour. Parkour is explosive new urban sport where the participants use extreme moves to propel their bodies through and around obstacles. Each episode in the series takes us to live events sunny southern California.

Target Demo: M18-34

TNT: *NBA Playoffs*

The Academy Awards might be when the stars come out... but the NBA Playoffs are where the stars SHINE! Kobe, LeBron, Wade and Howard are all rested and ready to battle for the elusive Larry O'Brien trophy. No need to look up to the sky for stardom, because they're on TNT all May long. Don't miss out as TNT presents 40 Games in 40 Nights of NBA Playoffs, including TNT's exclusive coverage of the Western Conference Finals.

Target Demo: M18-49

*All show times subject to change

COOKING
CHANNEL

%MALE 24.4 **%FEMALE** 75.6 **INCOME** \$85,833

DEMOGRAPHIC BREAKOUT

Age	%	Index
18-34	8%	42
18-49	27%	63
25-54	42%	97
35-64	63%	120
50 +	73%	148

HDNet

%MALE 46.8 **%FEMALE** 53.2 **INCOME** \$110,431

DEMOGRAPHIC BREAKOUT

Age	%	Index
18-34	14%	104
18-49	39%	99
25-54	49%	109
35-64	60%	102
50 +	61%	102



%MALE 67.1 **%FEMALE** 32.9 **INCOME** \$121,576

DEMOGRAPHIC BREAKOUT

Age	%	Index
18-34	11%	60
18-49	37%	79
25-54	48%	97
35-64	66%	118
50 +	63%	127

Smithsonian
CHANNEL

%MALE 53.3 **%FEMALE** 46.7 **INCOME** \$98,106

DEMOGRAPHIC BREAKOUT

Age	%	Index
18-34	16%	130
18-49	34%	99
25-54	42%	92
35-64	52%	82
50 +	66%	101

UNIVERSAL
HD

%MALE 47.6 **%FEMALE** 52.4 **INCOME** \$127,728

DEMOGRAPHIC BREAKOUT

Age	%	Index
18-34	16%	115
18-49	44%	107
25-54	54%	115
35-64	64%	105
50 +	56%	90

Cooking Channel

Rebranding May 31, 2010

Scripps Networks is rebranding FLN (Fine Living Network) to Cooking Channel. The network will explore food and cooking on a different level, offering details and depth on a range of topics. Look for Food Network favorites like *Everyday Italian* and *Tyler's Ultimate*. Plus all new programming featuring international cuisine made easy; Indian, Chinese, Mexican, and more. Also look for new original programs from Food Network stars Rachael Ray, Bobby Flay and Emeril Lagasse. Tune in to meet new and upcoming Chefs, check out new exciting restaurants and destinations, and learn the secrets behind your favorite foods.

HDNet

Original. Provocative. Independent.

HDNet brings viewers the full spectrum of programming. From Sports and News to Music and Lifestyle; HDNet is serving it up in high definition. Television's only HD news feature programs *HDNet World Report*, *Dan Rather Reports*, and *NASA on HDNet* presenting live shuttle launches through 2010. Sports coverage includes Major League Soccer, the NASCAR Camping World Series, NASCAR Sprint Cup re-broadcasts, and premiere Mixed Martial Arts. HDNet also features lifestyle programming on topics like dating and Vegas nightlife, plus HDNet Concert Series brings viewers the best of today's artists live.

MLB Network

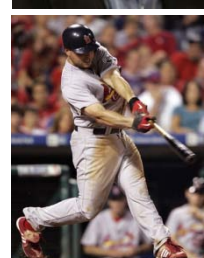
MLB Network is the official network for Major League Baseball. This 24-hour network delves deep into the world of baseball, going far beyond the field. Tune in at any time for fresh perspectives, current news, pre and post-game banter, highlights and more. MLB Network truly offers up-to-the minute coverage and conversation from baseball's favorite broadcasters and former players.

Smithsonian Channel

When you think of the world's great museums you think of the Smithsonian. Now the institute is making its name synonymous with amazing original and exciting high definition channel. Inspired by the work and collections of the Smithsonian Institute, Smithsonian Channel HD features innovative and groundbreaking programs. Their programming line up showcases original features and series in subjects including Air and Space, Pop Culture, History and Mystery, Smithsonian Kids, Science, Natural Wonders, and More Smithsonian.

Universal HD

The best of NBC Universal in 100% high definition 24 hours a day, 7 days a week. Universal HD has tons of action-packed sports like the Olympics, Notre Dame Football, Showtime Boxing, PGA golf, and WWE. Universal HD features Hollywood blockbuster films in their *Movies Uncut* programming, plus NBC Universal Television favorites including re-airings of *Law & Order: Criminal Intent*, *Becker*, and *Monk*.



* Source: Scarborough Aug 08-July 09 *St. Louis Scarborough Feb 08-Jan 09 Combined
Subject to change. Information current as of March 2010

