

## ***SERIES SYNOPSIS***

MAKING THE CUT is back. The show that gave Canada's best undiscovered hockey players a second chance at realizing their professional hockey goals premieres on Global, beginning September 23. This time the stakes are higher. This time there are two options, all or nothing. Only one player will be victorious. Only one player can earn the title of LAST MAN STANDING.

Making The Cut hopefuls will have to prove themselves in front of Stanley Cup winning coach 'Iron' Mike Keenan. At stake is a \$250,000.00 endorsement contract, plus professional representation by a top NHL agent. MAKING THE CUT – LAST MAN STANDING will thrust one determined athlete into the spotlight, earning him the notoriety usually reserved for top pro-athletes.

Global TV is the perfect fit for MAKING THE CUT - LAST MAN STANDING. MAKING THE CUT's extensive promotional campaign includes: On air promotional spots on Global, a Nationally distributed 12 page insert in all National Post and CanWest newspapers over 1,400,000 copies, online and radio promotion paired with ongoing PR initiatives, all designed to ensure MAKING THE CUT – LAST MAN STANDING is a hit this season.



### MAKING THE CUT - MEDIA KIT

21 EPISODES ON THE GLOBAL NATIONAL TELEVISION NETWORK - SEPTEMBER 23RD, 2006 TO JANUARY 3RD, 2007

#### SIX PRIMETIME ONE-HOUR ORIGINAL EPISODES

**WORLD PREMIERE**    SEPTEMBER 23RD - 8-9PM EST/PST  
 SEPTEMBER 30TH - 8-9PM EST/PST  
 DECEMBER 4TH - 8-9PM EST/PST  
 DECEMBER 18TH - 8-9PM EST/PST  
 JANUARY 1ST - 8-9PM EST/PST  
 JANUARY 3RD - 8-9PM EST/PST

GLOBAL NETWORK	
MARKET	GLOBAL CHANNEL
Ontario	CIII
British Columbia	CHAN
Alberta	CITV
	CICT
Saskatchewan	CFRE
	CFSK
Manitoba	CKND
Quebec	CKMI
Maritimes	CIHF

#### FIFTEEN PRIME ACCESS HALF-HOUR ORIGINAL EPISODES

*Every Sunday - September 24th through to December 31st*  
*Post NFL Football 4pm Eastern, 4:30 Pacific*

ALL 21 EPISODES REPEATED ON GLOBAL LATENIGHT AND SATURDAY MORNING @ 10:30AM

### MAKING THE CUT - SPECIAL PACKAGE

### GROSS RATE \$9000.00

Includes -

National Prime Time	SA-WE 8-9PM	1 X 30 second spot
National Prime Access	SUN 4-4:30 PM	1 X 30 second spot
+ prime repeat	WED 1AM-2AM	1 X 30 second spot
+ prime access repeat	FRI 1AM-1:30AM	1 X 30 second spot
+ prime and prime access repeat	SAT 10:30AM	1 X 30 second spot



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LAST MAN STANDING MEDIA VALUE														
GLOBAL AFFILIATES		Fall 2006 Primetime Special Sat, Mon, Tue, Wed, Sat 8:00-9:00 PM										<a href="http://www.syndicateinc.com">www.syndicateinc.com</a>		
MARKET	STATION	A 25-54 %	A 18-49 %	M 25-54 %	M 18-49 %	A 18-34 %	M 18-34 %	C.P.R.	MEDIA VALUE					
								VALUE \$	A 25-54 \$	A 18-49 \$	M 25-54 \$	M 18-49 \$	A 18-34 \$	M 18-34 \$
HALIFAX	MITV	3.8	3.9	3.7	3.8	4.0	4.6	75.00	285.00	292.50	277.50	285.00	300.00	345.00
SYDNEY	MITV	2.2	2.1	2.8	2.6	1.9	1.2	25.00	55.00	52.50	70.00	65.00	47.50	30.00
CHARLOTTE	MITV	3.1	3.1	4.1	4.1	2.6	4.2	25.00	77.50	77.50	102.50	102.50	65.00	105.00
SAINT JOHN/MONCT	MITV	2.5	2.2	2.8	2.6	3.5	2.8	75.00	187.50	165.00	210.00	195.00	262.50	210.00
MONTREAL	GLOBAL	4.1	4.5	3.4	3.3	2.1	2.2	180.00	738.00	810.00	612.00	594.00	378.00	396.00
OTTAWA	GLOBAL	2.6	2.6	3.2	3.2	2.8	3.0	175.00	455.00	455.00	560.00	560.00	490.00	525.00
TORONTO	GLOBAL	2.7	2.6	2.7	2.7	2.7	2.8	625.00	1,687.50	1,625.00	1,687.50	1,687.50	1,687.50	1,750.00
KITCHENER	GLOBAL	2.2	2.0	2.2	2.2	2.4	2.7	175.00	385.00	350.00	385.00	385.00	420.00	472.50
LONDON	GLOBAL	2.2	2.3	3.1	2.8	2.6	1.1	175.00	385.00	402.50	542.50	490.00	455.00	192.50
SUDBURY	GLOBAL	1.3	1.5	2.1	2.1	1.2	3.2	50.00	65.00	75.00	105.00	105.00	60.00	160.00
BARRIE	GLOBAL	1.8	1.8	2.1	2.1	2.2	2.7	55.00	99.00	99.00	115.50	115.50	121.00	148.50
KINGSTON	GLOBAL	2.1	2.1	2.3	2.3	2.2	1.8	55.00	115.50	115.50	126.50	126.50	121.00	99.00
PETERBORO	GLOBAL	1.5	1.4	1.8	1.6	1.6	1.1	55.00	82.50	77.00	99.00	88.00	88.00	60.50
WINNIPEG	CKND	3.1	3.1	3.7	3.5	2.8	4.8	120.00	372.00	372.00	444.00	420.00	336.00	576.00
REGINA	CFRE	3.4	3.2	4.1	3.5	4.2	2.7	60.00	204.00	192.00	246.00	210.00	252.00	162.00
SASKATOON	CFSK	2.3	2.5	2.4	2.6	2.7	3.2	60.00	138.00	150.00	144.00	156.00	162.00	192.00
CALGARY	CICT	3.2	2.9	3.2	2.9	3.0	1.7	250.00	800.00	725.00	800.00	725.00	750.00	425.00
EDMONTON	CITV	2.3	2.3	2.3	2.3	1.7	2.0	275.00	632.50	632.50	632.50	632.50	467.50	550.00
VANCOUVER	CHAN	4.2	3.4	4.1	3.7	2.7	2.6	550.00	2,310.00	1,870.00	2,255.00	2,035.00	1,485.00	1,430.00
<b>TOTAL MEDIA VALUE</b>									<b>9,074.00</b>	<b>8,538.00</b>	<b>9,414.50</b>	<b>8,977.50</b>	<b>7,948.00</b>	<b>7,829.00</b>
<b>NATIONAL AUDIENCE PROJECTION (000)</b>									<b>403.5</b>	<b>371.0</b>	<b>222.0</b>	<b>259.0</b>	<b>198.0</b>	<b>140.0</b>

Source: BBM