



FOR IMMEDIATE RELEASE:

*The Biggest Loser: Couples Weighs in with 2.3 Million Viewers on Citytv  
Scores #1 Spot across Key Female Demos in Toronto*

(Toronto – January 7, 2010) *The Biggest Loser: Couples* season premiere weighed in heavily with Canadians as 2.3 million viewers tuned in to Citytv and watched as 22 new contestants embarked on the latest inspirational journeys of personal transformation. Securing the #1 spot in Toronto, *The Biggest Loser* was a ratings winner across all female demographics F25-54 (6.9 Rating), F18-49 (5.9) and F18-34 (5.8). Strong results also carried weight with key female demos in Vancouver and Calgary F25-54(4.5/3.8) and F18-49 (4/4.4).

*The Biggest Loser* season premiere images are available at [www.rogersmediatv.ca](http://www.rogersmediatv.ca)

On next week's episode, the contestants receive medical evaluations from Dr. Huizenga, who gives each team a task to illustrate the effects of their poor health. Later the contestants compete in a balance challenge over a pool and Jillian urges a contestant to confront her fears.

**Citytv**™ television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit [Citytv.com](http://Citytv.com).

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