

bio.
THE BIOGRAPHY CHANNEL™

MEDIA KIT



bio.

THE **BIOGRAPHY CHANNEL**™

The Biography Channel is a specialty television station in Canada that showcases real people, real drama, 24-hours a day. Distinct programming blocks (Our Stories, Famous Faces, The A-List and Celebrealty) offer an entertaining mix of biographies, reality series, documentaries and films; giving viewers behind-the-scenes and up close and personal access to today's hottest celebrities, movers and shakers and pop culture icons. Available to digital cable and satellite customers, **The Biography Channel** in Canada is owned by 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 visit www.thebiographychannel.ca.

station fact sheet

| Bio. FALL 2009 | | | | | | | | 6/5/09 | | | | |
|-------------------|---------------------|---------|-------------------|----------|-------------|----------|--------|-------------------|--|-------------|--|------------|
| PROGRAM TIME (ET) | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | PROGRAM TIME (PT) | | | | |
| 6:00 AM | Bio Library | | | | | | | 3:00 AM | | | | |
| 6:30 AM | Bio Library | | | | | | | 3:30 AM | | | | |
| 7:00 AM | Our Stories | | | | | | | 4:00 AM | | | | |
| 7:30 AM | | | | | | | | 4:30 AM | | | | |
| 8:00 AM | | | | | | | | 5:00 AM | | | | |
| 8:30 AM | | | | | | | | 5:30 AM | | | | |
| 9:00 AM | | | | | | | | 6:00 AM | | | | |
| 9:30 AM | | | | | | | | 6:30 AM | | | | |
| 10:00 AM | | | | | | | | Paid Programming | | Our Stories | | The A List |
| 10:30 AM | Hollywood Spotlight | | Our Stories | | 7:30 AM | | | | | | | |
| 11:00 AM | Bio-By-Day | | Our Stories | | 8:00 AM | | | | | | | |
| 11:30 AM | | | | | 8:30 AM | | | | | | | |
| 12:00 PM | | | | | 9:00 AM | | | | | | | |
| 12:30 PM | | | | | 9:30 AM | | | | | | | |
| 1:00 PM | Our Stories | | Celebrealty Block | | 10:00 AM | | | | | | | |
| 1:30 PM | | | | | 10:30 AM | | | | | | | |
| 2:00 PM | | | | | 11:00 AM | | | | | | | |
| 2:30 PM | | | | | 11:30 AM | | | | | | | |
| 3:00 PM | Bio-By-Day | | Celebrealty Block | | 12:00 PM | | | | | | | |
| 3:30 PM | | | | | 12:30 PM | | | | | | | |
| 4:00 PM | | | | | 1:00 PM | | | | | | | |
| 4:30 PM | | | | | 1:30 PM | | | | | | | |
| 5:00 PM | Our Stories | | Celebrealty Block | | 2:00 PM | | | | | | | |
| 5:30 PM | | | | | 2:30 PM | | | | | | | |
| 6:00 PM | | | | | 3:00 PM | | | | | | | |
| 6:30 PM | | | | | 3:30 PM | | | | | | | |
| 7:00 PM | The A List | | Our Stories | | 4:00 PM | | | | | | | |
| 7:30 PM | | | | | 4:30 PM | | | | | | | |
| 8:00 PM | | | | | 5:00 PM | | | | | | | |
| 8:30 PM | | | | | 5:30 PM | | | | | | | |
| 9:00 PM | Famous Faces | | Our Stories | | 6:00 PM | | | | | | | |
| 9:30 PM | | | | | 6:30 PM | | | | | | | |
| 10:00 PM | | | | | 7:00 PM | | | | | | | |
| 10:30 PM | | | | | 7:30 PM | | | | | | | |
| 11:00 PM | The A List | | Our Stories | | 8:00 PM | | | | | | | |
| 11:30 PM | | | | | 8:30 PM | | | | | | | |
| 12:00 AM | | | | | 9:00 PM | | | | | | | |
| 12:30 AM | | | | | 9:30 PM | | | | | | | |
| 1:00 AM | Celebrealty Block | | The A List | | 10:00 PM | | | | | | | |
| 1:30 AM | | | | | 10:30 PM | | | | | | | |
| 2:00 AM | | | | | 11:00 PM | | | | | | | |
| 2:30 AM | | | | | 11:30 PM | | | | | | | |
| 3:00 AM | Famous Faces | | The A List | | 12:00 AM | | | | | | | |
| 3:30 AM | | | | | 12:30 AM | | | | | | | |
| 4:00 AM | | | | | Bio Library | | | | | | | 1:00 AM |
| 4:30 AM | | | | | Bio Library | | | | | | | 1:30 AM |
| 5:00 AM | Bio Library | | | | | | | 2:00 AM | | | | |
| 5:30 AM | Bio Library | | | | | | | 2:30 AM | | | | |

Subject to Change



THE BIOGRAPHY CHANNEL™

The A-List

The A-List features attention-grabbing biographies about today's biggest movers and shakers and delivers a behind-the-scenes look at their impact on music, television, film, politics and pop culture.

Bio-by-Day

Bio-by-Day delivers a back-to-back mix of inspirational, entertaining, and spiritual biographies. Capturing the stories of famous personalities from every walk of life, this fascinating daytime programming block, invites viewers to witness the personal journeys of triumph and tragedy.

Celebrealty

Celebrealty entertains audiences with non-stop reality programming from popular VH1 series such as *Gotti's Way*, *Charm School*, and *New York Goes to Work*. Get unscripted, unfiltered dramatic insight into the lives of some of television's biggest reality stars.

Famous Faces

You know their faces. You know their names. But how much do you really know about them? Famous Faces takes viewers beyond the headlines and delves into the lives of the hottest stars from today and yesterday.

Our Stories

Our Stories takes viewers on an up close and personal look at Canada – its past, present, and people. This original, all-Canadian programming block captures the essence and spirit that makes up Canada from coast-to-coast revealing a truly unique and diverse country.

block programming description

CELEBREALITY

Celeb reality entertains audiences with non-stop reality programming from popular VH1 series such as **Gotti's Way**, **Charm School**, and **New York Goes to Work**. Get unscripted, unfiltered dramatic insight into the lives of some of television's biggest reality stars.

Megan Wants a Millionaire

One-hour Reality Series

MEGAN WANTS A MILLIONAIRE will take 18 single, successful suitors and put them to the test. They will compete in challenges like coming up with a business plan for her beloved Chihuahua Lily, going head to head in a high roller Vegas tournament, or simply shelling out money in a date auction. Upon winning the challenges, the guys will be rewarded with dates and have the opportunity to really show what they are worth.



Charm School

One-hour Reality Series

Thirteen of your favorite breakout stars from "Flavor of Love" seasons one and two are back for some heated competition. Living as a group, learning as a group and out for themselves, these former Flavorettes will be rigorously trained in proper etiquette and manners before competing in challenges to determine their poise and grace under pressure. The last girl standing (with perfect posture) will be rewarded with \$50K to put towards fulfilling her life's dream.



Gotti's Way

Half-hour Reality Series

It's a new season for **GOTTI'S WAY** and life goes on for Irv, Deb & the kids. This season is about "breaking the cycle" -- for Deb, that means taking the first steps towards independence and showing her kids that this is not the way a marriage is supposed to be. Deb will be faced with the hard question -- is this new life what she wants or she happy with her and Irv's non-traditional arrangement? Deb's journey will be all about growth, understanding & greater independence.



New York Goes To Work

Half-hour Reality Series

The acting biz is hard and unpredictable. In fact, most fledgling stars have to pick up a side job to pay the bills. Tiffany Pollard, aka New York, is no exception. Auditions come and go, but real parts are few and far between. Unfortunately, Tiffany's job experience is a little less than the status quo for a woman her age - so each week, the viewing public will pick from a list of three possible jobs for their favorite girl. Her motivation? Money. If she can impress her new employer, she'll receive a \$10,000 bonus. If she quits, fails, or gets fired, she receives nothing.



programming block

bio.

THE BIOGRAPHY CHANNEL™

ROGERS™