



SOAPNET

500 South Buena Vista Street, Burbank, CA 91521

Contact: Jori Petersen

818 460 7736

Online Press Materials at: www.soapnetmedianet.com

SOAPnet Fact Sheet

SOAPnet owns the world of character-driven soapy drama, from daytime and primetime dramas to reality shows and movies. Wrapped in a 24-hour environment, SOAPnet is the one destination for stories focused on real emotions and revealing truths about intriguing yet flawed characters.

Distribution:

SOAPnet is available in more than over 71 million homes.

Performance:

Growing its audience for the eighth consecutive year, 2009 ranked as SOAPnet's most-watched year on record in Prime in Total Viewers and Women 18-49. Year-to-year, SOAPnet grew by 9% among Total Viewers and 18% among Women 18-49. In addition, daytime dramas "All My Children" and "One Life to Live" delivered their largest annual audience ever on SOAPnet among Total Viewers and Women 18-49.

Programming:

SOAPnet features same-day episodes of popular daytime dramas such as "All My Children," "Days of Our Lives," "One Life to Live," "General Hospital" and "The Young and the Restless"; favorite primetime series "The O.C.," "One Tree Hill" "Beverly Hills 90210," "Gilmore Girls."; and original programs like "Southern Belles: Louisville," "Being Erica," "Holidate" and "Bank of Mom and Dad."

SOAPnet Fan Outreach:

In 2009 ABC and SOAPnet embarked on the "Soap Nation Tour," a collection of nationwide events designed for interaction with fans on a year-round basis, offering greater access to stars in more cities, more often.

Brand Extension:

Capitalizing on growing consumer demand for entertainment anytime and anyplace, SOAPnet created a powerful brand that lives on multiple platforms. SOAPnet.com, the new home of celebrity and TV drama, covers entertainment, stars, pop culture, beauty and fashion news in addition the world of daytime.