



ABC FAMILY

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ABC Family Fact Sheet

ABC Family's programming is a mix of network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family features programming reflecting today's families, entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. Targeting Millennial viewers, ABC Family is advertiser supported.

Distribution:

ABC Family is currently available in more than 98 million homes via basic cable.

Performance:

2009 was ABC Family's most-watched year on record in Prime in Total Viewers, Adults 18-34, Adults 18-49 and Viewers 12-34, as well as across key Women 18-34, Women 18-49 and Females 12-34. In fact, 2009 marked the network's sixth consecutive year of growth in Total Viewers, Adults 18-34 and Viewers 12-34, and the fourth straight year in Women 18-34 and Women 18-49.

For the first time in the network's history, ABC Family ranked among the Top 10 cable networks in Prime in Total Viewers (No. 10), Adults 18-34 (No. 8) and Adults 18-49 (No. 8), and among the Top 5 in Women 18-49 (No. 5). In Women 18-34, the network ranked No. 4 for the second straight year.

ABC Family's No. 1 original series of all time, "The Secret Life of the American Teenager," stood as cable's No. 1 series in Viewers 12-34, Females 12-34, Teens 12-17 and Female Teens, and cable's No. 1 scripted series in Women 18-34. In addition, hit freshman series "Make It or Break It" was cable's No. 2 scripted series in 2009 among Females 12-34.

Programming:

ABC Family's ambitious slate of original programming includes the critically acclaimed "The Secret Life of the American Teenager," and the network's new hit original series, "Make It or Break It" and "10 Things I Hate About You." Other popular ABC Family series include "Greek and" "Lincoln Heights."

ABC Family was the leader in ad-supported cable original movie productions in 2009. "My Fake Fiancé," starring Melissa Joan Hart and Joey Lawrence, ranked as cable's No. 1 movie in Women 18-34, and the No. 1 movie on ad-supported cable in Adults 18-34 and Women 18-49. The movie event "Another Cinderella Story," starring Selena Gomez, was cable's No. 1 ad-supported movie in Total Viewers, Viewers 12-34 and Females 12-34, and the No. 2 ad-supported cable movie in Women 18-34 and Women 18-49.

ABC Family's acquired hit series includes the drama "Gilmore Girls," as well as comedies "Full House," "That 70's Show," "Whose Line is it Anyway?" and "My Wife and Kids."

continued



ABC Family Fact Sheet (cont.)

Branded Holidays:

ABC Family owns the holidays with two branded programming events. Invoking chills and thrills, the '13 Nights of Halloween' tent pole programming event airs annually from October 19th through the 31st. Also, ABC Family is home to "25 Days of Christmas" – the biggest programming event on cable. The network celebrates the season with more than 200 hours of holiday-themed entertainment for the whole family.

Additional Programming Platforms:

Full-length episodes of hit ABC Family series are available free and on-demand through ABCFamily.com and for purchase through Apple's iTunes Music Store. ABC Family recently launched in HD across the DirectTV platform and in select Comcast and Time Warner Cable markets.

ABCFamily.com:

Emmy® Award-winning ABCFamily.com provides a variety of interactive entertainment and community features, from rich, fan-centric programming – including blogs, viewing parties, webisodes, full episodes of the network's hit programming, along with previews and behind-the-scenes clips – to personal profiles that allow commenting, favoriting, and rating any content on the site. Social networking tools and online activities foster user interaction with the site and between users.