





CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 402 million homes worldwide, including more than 95 million households in the United States and Canada. The network's Business Day programming (weekdays from 5:00am-7:00pm ET) is produced at CNBC's Headquarters in Englewood Cliffs, NJ. CNBC also includes reports from its news bureaus worldwide in Midtown Manhattan, The NASDAQ MarketSite, Washington, D.C., Chicago, Los Angeles, Palo Alto, London, Singapore and CNBC's headquarters in Englewood Cliffs, N.J.

Launched on April 17, 1989, CNBC offers viewers live programming on the markets every weekday, with program such as "Squawk Box," "Power Lunch," "Closing Bell" and "Mad Money with Jim Cramer." CNBC Primetime programming (weekdays from 7:00pm-2am ET) includes "Kudlow & Company," and "The Big Idea with Donny Deutsch." CNBC Weekend programming offers broad-based talk programming. Viewers of CNBC business news programming are business executives and financial professionals that have significant purchasing power. According to a July 2007 survey by Mendelsohn Media Research, CNBC viewers hold an average net worth of \$2.7 million.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour	
Times:	CNBC programming:	Sponsored Programming
	:60 floating break between :03-:20	:28:30 - :90 hard break
	:60 floating break between :23-:37	:58:30 - :90 hard break
	:60 floating between :40-:58	
Insertion Hours:	24 hours per day	

NETWORK INFORMATION

Subscribers:	94.7 (U.S. subscribers) <small>Source: CNBC-Network Distribution Updated in May 2007; Nielsen Universe Estimates, November 2007</small>
Service Type:	Basic, Digital
Satellite Feed:	Single
Launch Date:	April 1989
Ownership:	NBC Universal Cable

BENEFITS TO ADVERTISERS

1. **CNBC is the World Leader in Business News** - CNBC provides access and an independent viewpoint to market data and business insights in real-time that enables individuals to control their own financial lives. CNBC follows the markets and airs live, comprehensive financial news and analysis that includes market trends, politics, the economy and personal finance.
2. **CNBC delivers a High Concentration of Affluent Viewers** - The most affluent, influential, and technologically savvy people in the business rely on CNBC to keep them up-to-date because their financial future depends on it. Viewers of CNBC business news programming are successful investors with significant purchasing power

 According to the 2007 Mendelsohn Survey:
 - The median household net worth of the CNBC Business Day viewers is \$2.7 MM
 - Their median investment value is \$832K
 - 58% represent top management positions including CEO, COO, CFO, President, Owner/Partner, General ManagerSource: Mendelsohn Media Research Viewer Tracking Study, 2007
3. **CNBC delivers C-level executives**
 - C-Suites agree that CNBC provides the MOST USEFUL information for day-to-day responsibilities
 - They regard CNBC as their PRIMARY SOURCE for business and financial news
 - More C-Suites feel that CNBC is MOST DEDICATED to understanding their business
 - They use CNBC to MONITOR their competition
 - They regard CNBC the FIRST AUTHORITY on business and financial newsSource: Erdos & Morgan's 2007 C-Level Study.
4. **CNBC Primetime** - CNBC Primetime appeals to an affluent and broad-based audience with intelligent, topical and entertaining programming.
 - Taps into the discriminating taste of our savvy audience
 - Broaden CNBC's viewer base
 - Offers viewers alternative perspective of the day's news



RESEARCH

VIEWER TARGETED

Persons: 18-34, 25-54

Men: 18-34, 25-54

Women: 18-34, 25-54

VIEWER PROFILE

Base: Adults 25-54

<u>Household Income</u>	<u>CNBC Index</u>	<u>Individual Income</u>	<u>CNBC Index</u>	<u>Job Title</u>	<u>CNBC Index</u>
\$ 75,000+	124	\$ 75,000+	135	President	142
\$100,000+	132	\$100,000+	154	CFO	170
\$150,000+	143	\$150,000+	183	Chairman or Board Member	
\$200,000+	157	\$200,000+	202	or President or VP	151

Source: MRI Doublebase 2007. Based: Adults 25-54. Indexed to national average.

VIEWER LIFESTYLE

<u>Active Lifestyle</u>	<u>Index</u>	<u>Early Adopters</u>	<u>Index</u>
Member of country clubs	151	Spent \$3,000+ on home PC	137
15+ round trips by plane	145	Watched online video	130
Spent \$6,000+ on foreign vacation	143	Made personal or business travel plans online	129
Played golf/last 12 months	128	Spent \$500+ on computer software at home	125
Any casino gambling/last 12 months	127	Imported vehicle bought new	125
3+ foreign vacation trip by plane	125	Listened to radio on the internet	122
Member of frequent flyer program	121	Downloaded music	122
Played tennis/last 12 months	120	Made a purchase for personal or business use online	119
Dine out 2+ times per week	119	Domestic vehicle bought new	115
Any domestic trip for business(paid for by company)	112	Have internet access at home	113
Household owns vacation/weekend home	111	Household owns any MP3 players	112
Attended movies once a week or more	109	Own a laptop/notebook/tablet pc at home	112
		Household own a fax machine	110
		Visited online blogs	110
		Own a digital camera	108
<u>Active Investors</u>		<u>In the Know</u>	
Tracked investments or traded stocks, bonds or mutual funds online	153	Read <i>Wall Street Journal</i>	188
Value of owned home: \$500,000+	137	Read <i>Newsweek</i>	157
Used a stock rating service	136	Read <i>New York Times</i>	154
Own \$150,000+ in stocks	133	Read <i>Time</i>	148
Value of any stocks or any other market instrument: \$50,000+	127	Read <i>PC Magazine</i> or <i>PC World</i>	146
Used financial planning/money management counsel	124	Obtained information online about real estate	144
Have money market account	122	Obtained information online for new or used car purchase	138
Own any securities investments	119	Obtained financial information online	135
Household owns investment real estate	116	Visited a TV network or TV show's website	134
		Obtained latest news/current events online	130

Source: MRI Doublebase 2007. Base: Adults 25-54.
Indexed to national average.

DAYPART VIEWING

<u>Daypart</u>	<u>Demographic</u>	<u>Daypart</u>	<u>Demographic</u>
Business Day Mon-Fri 5a-7p	C-Suite Executive Affluent Educated Upscale Elusive	Primetime Mon-Fri 7p-2a	Intelligent Innovative Tech Savvy Affluent



PROGRAMMING

PROGRAMMING GENRES: Business/Financial, Entertainment, Investigate, News/Information

VIEWER TARGETED PROGRAMMING

Persons 25-54: *Worldwide Exchange, Squawk Box, Squawk on the Street, The Call, Power Lunch, Street Signs, Closing Bell, Fast Money, Mad Money, Kudlow & Company, The Big Idea with Donny Deutsche, High Net Worth, The Suze Orman Show*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

"Worldwide Exchange" is the first worldwide daily business news program, with anchors in the U.S., Europe and Asia. Brian Shactman joins in from CNBC Global Headquarters in the United States, Ross Westgate from London and Christine Tan anchors from Singapore.

"Squawk Box" is the ultimate "pre-market" morning news and talk program, where the biggest names in business and politics bring their most important stories. "Squawk"s unique sense of street smarts and wit, mix business news with an unscripted and fast-paced exchange of banter.

"Squawk on the Street" - Mark Haines and Erin Burnett anchor from the New York Stock Exchange while David Faber contributes his award winning reporting from CNBC Global Headquarters. "Squawk on the Street" gives viewers all the up-to-the minute news they need from every major market around the world. The show not only reports the headlines of the day, it also puts world-class, top-rated market guests on the air to provide the instant analysis of all the market moving news.

"The Call" is a full hour of analysis, discussion and debate now that the Opening Bell frenzy has died down. It's the time to take a closer look at all the information floating around the market -- economic, corporate and political -- and decide how to play the rest of the day. We've got the smartest people on Wall Street and covering Wall Street to help you make "The Call" on your investments.

"Power Lunch" - CNBC's Bill Griffeth and Sue Herera take you through the heart of the business day with intelligent and lively debate on the day's biggest stories, whether they originate on Wall Street or in Washington. "Power Lunch" delves into the economy, the markets, real estate, media and technology -- anywhere there's money to be made.

"Street Signs" covers the top stories of the day with Erin Burnett, live from CNBC's global headquarters. Erin offers detailed analysis of everything from mergers and acquisitions to trends in on-line advertising.

"Closing Bell" guides you through the most important hour of the trading day. Co-anchored by Maria Bartiromo at CNBC's Global Headquarters and Dylan Ratigan at the NYSE, "Closing Bell" takes a close-up look at how the markets are moving, what's driving them and how investors are reacting. Live coverage includes reports from the Chicago Board of Trade, New York Mercantile Exchange, NASDAQ and the New York Stock Exchange.

"Fast Money" - Faster than a New York minute, Dylan Ratigan and the "Fast Money" traders give you the information normally reserved for the Wall Street trading floor, enabling you to make decisions that can make you money. The "Fast Money" five gives you the news, as only the savviest traders can, with an angle that you won't see until tomorrow's papers.

"Mad Money" - Jim Cramer believes that there is always a bull market somewhere, and he wants to help you find it. "Mad Money" takes viewers inside the mind of one of Wall Street's most respected and successful money managers.

"Kudlow & Company" - Wall Street and Washington come together for an exciting hour long discussion of business and politics on CNBC's "Kudlow & Company." Hosted by Larry Kudlow, this lively program features his unique perspective on business, politics and investing.

"The Big Idea" is your roadmap to the American Dream. Each weeknight, Donny Deutsch, the maverick CEO who built a multi-billion dollar advertising and media business, introduces you to the men and women who have made BILLIONS with their Big Idea.

"High Net Worth" - Hosted by Tyler Mathisen, "High Net Worth" provides avenues for viewers to extend their wealth and get the most out of the assets they have. Simply, there is no other program like this on television. This is a program that speaks to the ultra-affluent. Mathisen and his guests celebrate the very best life has to offer, from exclusive golf resorts and elite boutique hotels to incredible real estate and choice art.

"Suze Orman Show" - Suze Orman believes that personal finance is about more than money: it's about life. Each week, Suze answers viewers' call-in questions, and helps assess the long-term impact of financial decisions. From home ownership to personal portfolios, Suze is every woman's personal consultant.



LEADING NATIONAL ADVERTISERS

Ameritrade	Charles Schwab	Oppenheimer Funds
Bank of America	E*Trade	Scottrade
Barclay's	General Electric	Toyota
Brown Co.	General Motors	UBS
Cargill	Occidental	United Technologies

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WEBSITE INFORMATION

Consumer Website: www.cnbc.com
Affiliate Website: www.nbcunetworks.com