

PRETTY WICKED NIGHT FOR OXYGEN

New Competition Series "Pretty Wicked" Becomes Network's Most Watched Series Premiere

New York – April 1, 2009 – Last night's series premiere of the new competition reality series "Pretty Wicked" became Oxygen's youngest and most watched series premiere among total viewers, A18-49 and the network's key demo of W18-34. With a median age of 24, the debut episode pulled in 262,000 W18-34, 333,000 W18-49, 466,000 A18-49 and 617,000 total viewers according to Nielsen Media Research. The show's success was driven in large part to "Bad Girls Club." Last night's reunion special became Oxygen's most watched telecast in network history with 437,000 W18-34, 639,000 W18-49, 950,000 A18-49 and 1.4 million total viewers.

"Bad Girls Club" season three became Oxygen's first series ever to average over one million viewers per episode, with 397,000 W18-34, 533,000 W18-49, 727,000 A18-49 and one million total viewers. "Bad Girls Club" also now holds the title as the network's most successful series among its target demo, W18-34. It also boasted the youngest season on Oxygen with a median age of 26.

Oxygen's digital assets performed well last night with programming combo of the reunion and premiere. Page views on www.oxygen.com were well over one million yesterday, and totaled over five million in the week leading up to yesterday's debut for both shows. Mobile voting during the premiere of "Pretty Wicked" was strong for a premiere -- when asked if the girls were more pretty or wicked, fans were split nearly even. In addition, the "Pretty Wicked" mobile fan club has grown by an astonishing 88% this week so far.

ABOUT OXYGEN MEDIA

Oxygen is a program service of NBC Universal Cable Entertainment and is currently available in over 74 million homes. The network was launched in 2000 to fill a void in the television landscape -- creating a network targeted to younger women. Oxygen is rewriting the rulebook for women's television, with a vast array of unconventional and original programming including "Bad Girls Club," "The Janice Dickinson Modeling Agency" and "Tori & Dean: Home Sweet Hollywood."

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