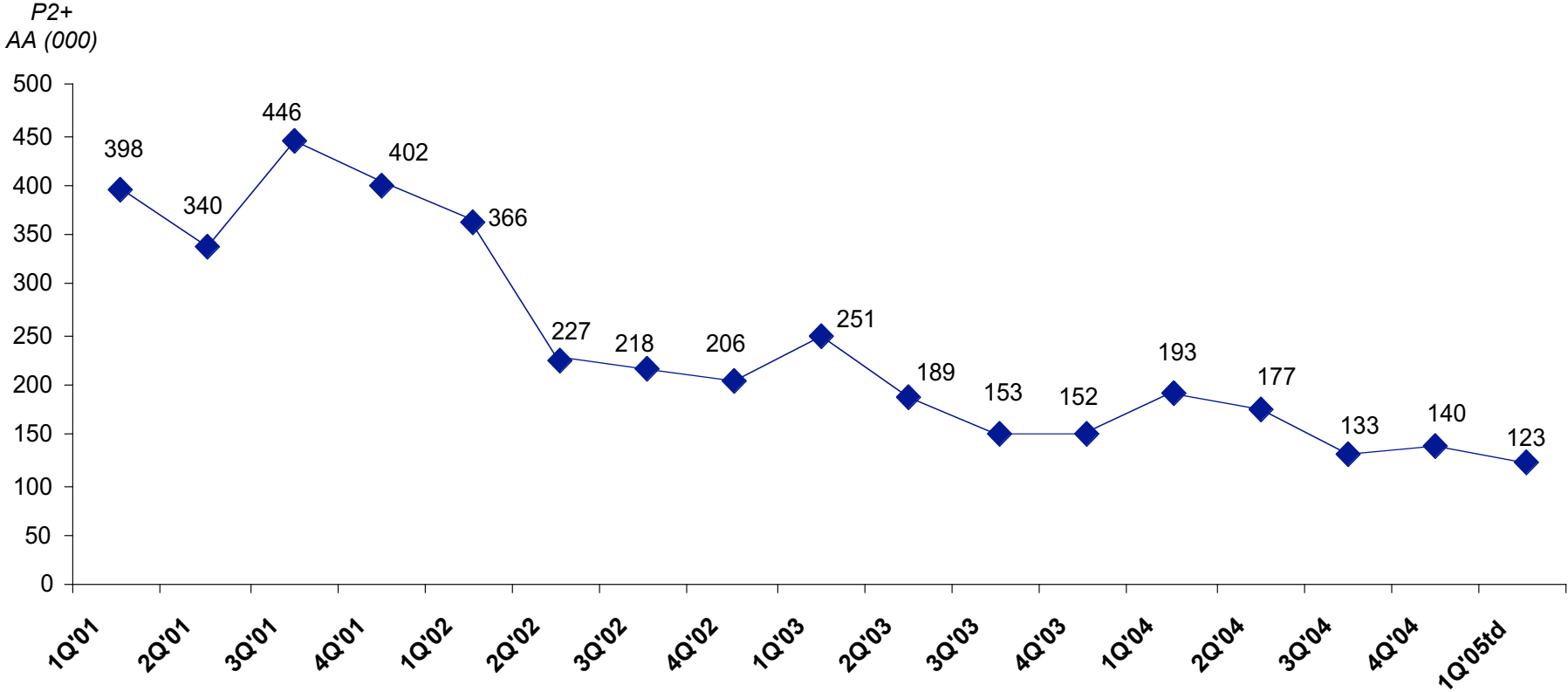


# CNBC Quarterly Viewers Trend

★ From 4Q'01 to 4Q'04, CNBC lost 69% of its Primetime Total Viewers 2+



Source: Nielsen Media Research (1/1/01-2/3/05): Quarterly P2+ AA(000). CNBC – Primetime (M-Su 8p-11p).