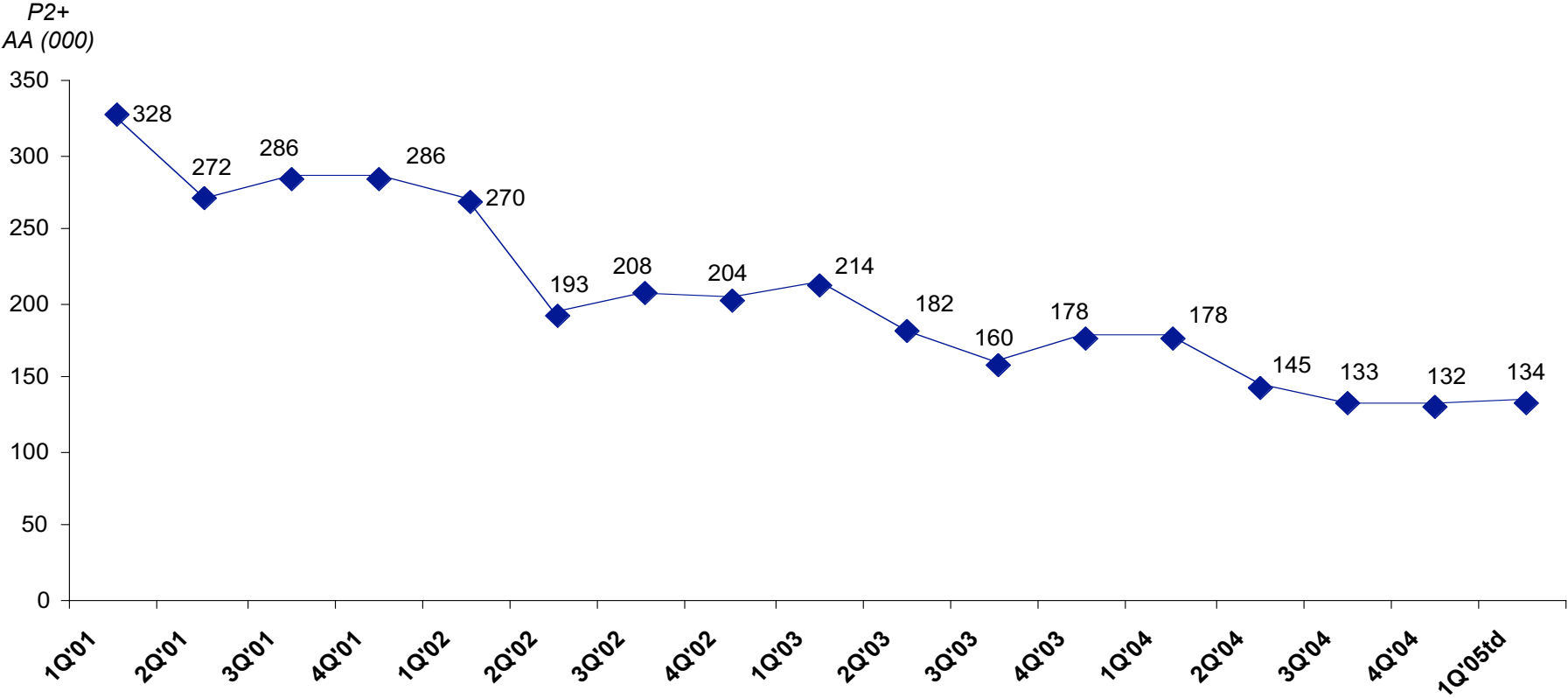


CNBC Quarterly Viewers Trend

Total Day



From 4Q'01 to 1Q'05 to-date, CNBC lost 60% of its Total Viewers 2+



Source: Nielsen Media Research (1/1/01-2/3/05): Quarterly P2+ AA(000). CNBC - Total Day (M-Su 6a-6a)