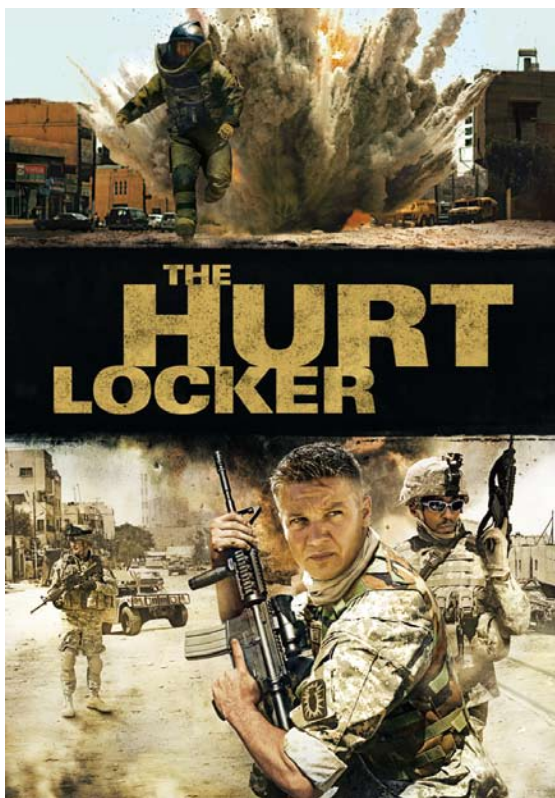


# Corporate Profile

## IN-ROOM ENTERTAINMENT



## SHOWTIME puts variety in every room.

**T**ake one part lovable serial killer, mix that with a drug dealing mom. Add a pill-popping emergency nurse along with an irresistible lothario novelist, a dash of a spicy, enchanting call girl, combined with a wife with five different personalities and what do you get? You get a scintillating recipe for success which has filled the SHOWTIME® menu with some of the best shows on television, making it the hottest place on the television dial.

Leading Showtime Networks is Chairman and CEO Matthew C. Blank. Under his leadership, the buzz surrounding the SHOWTIME slate has made the network and its programming among the most talked about in television today. Emmy® Award-winning producer and veteran network and studio programming executive David Nevins was recently appointed as President of Entertainment for the networks.

A powerful line-up of Original Series plays a key part in the SHOWTIME programming mix along with box office hits including the 2010 Oscar® winner for Best Picture *The Hurt Locker*, the popular *Twilight Saga*, Academy Award® and Golden Globe® nominee *Inglourious Basterds*, up to 35 upcoming films from DreamWorks Studios, provocative documentaries, *SHOWTIME Championship Boxing*®, *Strikeforce*®, *Mixed Martial Arts* and the legendary *Inside The NFL*. Critically acclaimed and award-winning shows such as *Dexter*™, *Weeds*, *Californication*, *Secret Diary of a Call Girl*, *Tracey Ullman's State of the Union*, and *United States of Tara* and *Nurse Jackie* – both of which premiered to record ratings and were picked up for third seasons – have helped drive subscription growth to more than 18 million.

SHOWTIME boasts an impressive roster of some of the biggest and most talented names in television today, with the viewership and accolades to match, with Emmy®, Golden Globe® and SAG Award wins and nominations for its series and stars Edie Falco, Toni Collette, Michael C. Hall, David Duchovny, Tracey Ullman, Jonathan Rhys Meyers, Justin Kirk, Elizabeth Perkins, and Mary-Louise Parker.

Continuing its momentum, the network is set to launch its next wave of hits with the new dark comedy series *THE BIG C* starring Emmy® winner Laura Linney, Oliver Platt and Oscar® nominee Gabourey Sidibe; *Shameless*, a one-hour drama starring Oscar® nominee William H. Macy, Golden Globe® nominee Emmy Rossum, and executive produced by Emmy® Award winner John Wells; *Episodes*, a comedy starring Emmy® and Golden Globe® nominee Matt LeBlanc; *The Borgias*,



a one-hour drama series based on the infamous Italian Renaissance family and starring Oscar® winner Jeremy Irons; and *Web Therapy*, a comedy series starring Emmy® Award-winning actress Lisa Kudrow.

Complementing the network's success on the programming front is its leadership position within the digital media and broadband universe. SHOWTIME continues to engage viewers on every platform with its original programs listed in the Top 10 television series on iTunes, with the network's Facebook fans now exceeding six million, with a dedicated free iPhone SHOWTIME application available through the Apple app store, and a SHOWTIME TV Widget, designed for Internet-connected TVs.

The above clearly demonstrates why 2010 is a seminal year for SHOWTIME as the network continues to build upon its recipe for success that will leave viewers hungry for more for years to come.

SHOWTIME is available via cable and satellite in standard and High Definition. Please go to [Sho.com/lodging](http://Sho.com/lodging) for more details on incentives, programming information, and to watch full-length episodes of SHOWTIME original series.

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