



FOR IMMEDIATE RELEASE:

The Biggest Loser is a Ratings Winner on Citytv

**THE BIGGEST LOSER ATTRACTS A MASSIVE AUDIENCE ON TUESDAY
WINNING THE NIGHT IN THE KEY DEMOGRAPHIC OF WOMEN 25-54**

(Toronto – December 10, 2009) The highly-anticipated season finale of the blockbuster reality series *The Biggest Loser* aired Tuesday, December 8 on **Citytv** garnering massive ratings across three major markets in Canada. The eighth season finale won the night for all key female demographics with a 6.3 rating in Toronto (F25-54), 6.2 in Vancouver (F25-54) and 4.4 in Calgary (F25-54). The show beat out established competitors including NCIS and Law & Order SVU, and doubled the F25-54 ratings of *Being Erica* and NCIS: Los Angeles in the Toronto market. *The Biggest Loser's* new home on **Citytv** is a major success with a substantial 35% increase in viewership across the three markets, compared to the last season finale on E!

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2.8 million Canadians watched as Danny Cahill, a 40-year-old land surveyor/musician and father of two from Broken Arrow, Oklahoma, won \$250,000 and the title of *The Biggest Loser* on Tuesday night's exciting live-season finale. Danny lost 239 lbs. and 55.58% of his body weight to claim the prize and break the record for the most weight lost by any contestant in the history of the show. Season 9 of *The Biggest Loser* premieres Tuesday January 5th at 8pm ET/PT| 9MT| 7CT.

Host Alison Sweeney and trainers Bob Harper and Jillian Michaels return to train another group of contestants ready to embark on an emotional journey as they compete to reach their weight loss goals. After years of failed diets and unsuccessful exercising, this group of diverse and dynamic individuals will get the chance to win prizes, once-in-a-lifetime experiences, and most importantly, the opportunity to be self-confident about their accomplishments and physical appearance.

Citytv, with stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg, broadcasts intensely-local, urban-oriented, culturally-diverse television in its own unique, interactive style. With its strong local voice, **Citytv** offers a distinct alternative to other conventional television offerings. Its instantly recognizable 'look' and 'sound' are the product of refreshingly different on-air personalities, unique program formats and high television style. **Citytv** is a division of Rogers Media Inc., a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company.

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