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Contact: Lynn Gardner/212-850-9322
Lynn.gardner@aetn.com

**THE HISTORY CHANNEL® RANKS THIRD FOR OVERALL QUALITY
AMONG 69 TELEVISION NETWORKS AND THIRD AMONG
147 MEDIA BRANDS ACCORDING TO
THE SPRING 2006 EQUITREND® BRAND STUDY**

**HISTORY CHANNEL.COM PLACES 4TH AMONG 58 ONLINE BRANDS FOR
OVERALL QUALITY AND RANKED 4TH IN BRAND EQUITY**

New York, New York, June 20, 2006 – The History Channel continues its dominance as one of America’s top brands according to the new Spring 2006 EquiTrend Brand Study conducted by Harris Interactive®. The network ranks third for overall quality among 69 television networks measured; places third for overall quality among 147 media brands measured and places 38th for overall quality against 1,030 brands, ahead of revered brands such as G.E. Appliances, Ritz Carlton Hotels and Black & Decker Tools. The History Channel places second for brand expectations and ranks 7th among all the media brands in brand equity scores. This is an overall brand score that encompasses overall quality, familiarity and purchase/viewing consideration.

History.com continues its surge in the survey, scoring fourth place among the 58 online brands for overall quality. It ranked 47th in overall quality out of the total 1,030 brands included in the survey. In addition, History.com brand equity rank was four among online brands.

“Once again, our standings underscore the strength of the History brand to consumers across the country,” stated Dan Davids, President of The History Channel – U.S.A. “The network produces original, innovative historical programming across all platforms that is entertaining and informational, and that serves to clearly differentiate The History Channel in the marketplace. By addressing the past through a prism of contemporary themes and ideas we are able to make history relevant to the consumer because it is pertinent to the present while serving as a blueprint for the future.”

Press Only: For more information and photography please visit us on the web at www.historychannelpress.com.

Methodology

The 2006 EquiTrend® Brand Study is a brand quality-perception study conducted online once yearly by Harris Interactive® among 25,666 consumers, ages 15 and older where each consumer rated 80 brands and each brand received approximately 1,275 ratings. This latest survey was conducted within the U.S. between March 7 and 16, 2006. Figures for age, sex, race, education, income, presence of children (under 18 years old) in the household, and geographic region were

weighted to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With pure probability samples, with 100 percent response rates, it is possible to calculate the probability that the sampling error (but not other sources of error) is not greater than some number. With a pure probability sample of 25,666 one could say with a ninety-five percent probability that the results have a sampling error of +/-1 percentage point, and for a sample of 1,275 the sampling error would be +/-3 percentage points. However that does not take other sources of error into account. The online survey was not based on probability sample and therefore no theoretical sampling error can be calculated.

The History Channel® is one of the leading cable television networks featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned three Peabody Awards, six News and Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History® campaign dedicated to historic preservation and history education. The History Channel reaches more than 89 million Nielsen subscribers. The website is located at www.History.com.

About Harris Interactive

Harris Interactive is the 13th largest and fastest-growing market research firm in the world. The company provides research-driven insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for *The Harris Poll*, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what could conceivably be the world's largest panel of survey respondents: The Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiary Novatris in France and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online, visit www.harrispollonline.com.