



MARCH 7, 2012

***** PROGRAM CHANGE *****

MEAN GIRLS WATCH OUT... AMANDA IS BACK IN DALLAS, ON ABC'S "GCB"

"PILOT" -- AMANDA VAUGHN, ONCE THE ULTIMATE HIGH SCHOOL "MEAN GIRL," IS FORCED TO RETURN HOME IN DISGRACE AFTER HER MARRIAGE ENDS IN SCANDAL. RELUCTANT BUT DESPERATE, SHE HAS NO CHOICE BUT TO TURN TO HER MOTHER, GIGI, FOR HELP, A QUINTESSENTIAL DALLAS SOCIALITE WHO WANTS NOTHING MORE THAN TO HAVE AMANDA BACK AND TO GIVE AMANDA'S TWO TEENAGE KIDS A GOOD SOUTHERN UPBRINGING. BUT AMANDA IS NOTHING LIKE THE GIRL SHE WAS 20 YEARS AGO AND IS HESITANT ABOUT RE-ENTERING THIS WORLD OF OPULENCE, STATUS AND SALACIOUS RUMOR MILLS. SOME OF THE WOMEN OF DALLAS ARE NONE TOO HAPPY TO SEE HER BACK EITHER: CARLENE COCKBURN, ONCE THE UGLY DUCKLING, WAS TORTURED BY AMANDA IN HIGH SCHOOL BUT HAS MADE QUITE THE "ASSISTED" TRANSFORMATION, NOW ENJOYING A PICTURE-PERFECT, LAVISH LIFE WITH A GORGEOUS HUSBAND. YET SHE STILL CAN'T SEEM TO LET GO OF OLD GRUDGES. THEN THERE'S CRICKET CARUTH-REILLY, WHOSE BOYFRIEND AMANDA STOLE AND LATER MARRIED. CRICKET IS NOW A TOUGH-AS-NAILS, SUCCESSFUL BUSINESSWOMAN WITH A PERFECT MARRIAGE – AT LEAST SO IT APPEARS FROM THE OUTSIDE. SHARON PEACHAM, THE FALLEN BEAUTY QUEEN WHOSE CHANCE AT THE MISS TEEN DALLAS CROWN WAS SNATCHED AWAY BY A MALICIOUS RUMOR AMANDA STARTED, HASN'T REALLY BEEN THE SAME SINCE. FINALLY, THERE'S HEATHER CRUZ, A BIT OF AN OUTSIDER BACK IN HIGH SCHOOL WHO HAS NOW BECOME FULLY INDUCTED INTO THIS TWISTED LITTLE SOCIAL CLIQUE OF AFFLUENT, SUGARY, GOD-FEARING, STEELY WOMEN WHOSE BARK IS AS BAD AS THEIR BITE. IT'S TRUE WHAT THEY SAY ABOUT PAYBACK: IT'S A..., ON "GCB," **THURSDAY, MARCH 8 (10:02-11:00 P.M., ET) ON ABC. (REBROADCAST. OAD: 3/4/12)**

NOTE: THIS PROGRAM REPLACES "PRIVATE PRACTICE: BREAKING THE RULES."

"GCB" STARS LESLIE BIBB AS AMANDA VAUGHN, KRISTIN CHENOWETH AS CARLENE COCKBURN, ANNIE POTTS AS GIGI STOPPER, JENNIFER ASPEN AS SHARON PEACHAM, MIRIAM SHOR AS CRICKET CARUTH-REILLY, MARISOL NICHOLS AS HEATHER CRUZ, MARK DEKLIN AS BLAKE REILLY, DAVID JAMES ELLIOTT AS RIPP COCKBURN AND BRAD BEYER AS ZACK PEACHAM.

GUEST STARRING IN "PILOT" ARE LAURAN IRION AS LAURA VAUGHN, COLTON SHIRES AS WILL VAUGHN, JENNI BAIRD AS MIKKI AND GREG VAUGHN AS BILL.

"GCB" IS BROADCAST IN 720 PROGRESSIVE (720P), ABC'S SELECTED HDTV FORMAT WITH A 5.1 CHANNEL SURROUND SOUND. THIS PROGRAM CARRIES A TV-PG,D,L PARENTAL GUIDELINE.

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March 7, 2012

Quick Take for Tuesday, March 6, 2012

(Fast Affiliate Live + Same Day Ratings)

ABC's Repeat "Last Man Standing" Outdraws Fox's Slot Premiere of "Raising Hope"

Building its Overall Audience Week to Week, ABC's "Cougar Town"

Beats Fox's Time Period Opener of "I Hate My Teenage Daughter" by 16%

ABC's "The River" Gains Week to Week in Viewers and Achieves a Best-Since-Premiere Number with Women 18-34

ABC's Repeat "Body of Proof" Tops NBC's "Decision 2012" by 1.6 Million Viewers

"Last Man Standing" (8:00-8:30 p.m.)

At 8:00 p.m., ABC's repeat "Last Man Standing" (5.5 million) stood as the 2nd-most-watched TV show over original competition, outdrawing Fox's time-period premiere of "Raising Hope" by 15% (4.8 million) and NBC's "The Biggest Loser" by 2% (5.4 million).

- **THE ENCORE "LAST MAN STANDING" PRODUCED SHARP YEAR-TO-YEAR GAINS FOR ABC IN THE HALF-HOUR IN VIEWERS (+31%) AND YOUNG ADULTS (+40%) OVER REPEAT PROGRAMMING ON THE YEAR-AGO NIGHT.**

"Cougar Town" (8:30-9:00 p.m.)

Building on its Adult 18-49 lead-in (+7% - 1.5/4 vs. 1.4/4) at 8:30 p.m., ABC's "Cougar Town" attracted 16% more Total Viewers than Fox's time-slot premiere of "I Hate My Teenage Daughter" (4.4 million vs. 3.8 million).

- **DESPITE AIRING OUT OF A REPEAT "LAST MAN STANDING" THIS WEEK, ABC'S "COUGAR TOWN" SAW ITS VIEWER COUNT GROW WEEK TO WEEK AND EQUALED A SEASON HIGH WITH WOMEN 18-34.**

"The River" (9:00-10:00 p.m.)

ABC's "The River" grew its overall audience week to week (+4% - 4.2 million vs. 4.0 million) and surged 27% to achieve a best-since-premiere number with Women 18-34.

"Body of Proof" (10:00-11:00 p.m.)

Increasing from its lead-in by 12% at 10:00 p.m., ABC's repeat "Body of Proof" ranked No. 2 in the hour, topping NBC's "Decision 2012" by 1.6 million viewers (4.7 million vs. 3.1 million). In addition, the ABC repeat drama tied the NBC News program among Adults 25-54 (1.3/3).

A note about increasing DVR penetration and year-to-year rating comparisons: Year-to-year rating comparisons based on the Live + Same Day data stream are distorted by the level of DVR penetration in the Nielsen sample, which has jumped up to 43% currently, from 40% at the same point in 2011. More viewers are watching shows on their own timetables, which may not be reflected in the overnight next day numbers. The only truly valid year-to-year comparison would be one based on the Live + 7 Day metric, once those stats are released by Nielsen.

Source: The Nielsen Company (Fast Affiliate Live + Same Day Ratings), 03/06/12.

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MARCH 7, 2012

"20/20" GOES "PET CRAZY," FRIDAY, MARCH 9 ON ABC

FROM DOGGIE MANSIONS AND THOUSAND-DOLLAR CANINE COUTURE TO PET JEWELRY AND PET PLASTIC SURGERY, "PET CRAZY" EXPLORES HOW AND WHY AMERICA'S PETS ARE THE MOST OVERLY PAMPERED IN THE WORLD. ANCHORED BY **ROBIN ROBERTS**, "PET CRAZY" AIRS ON "20/20" ON **FRIDAY, MARCH 9 (10:00-11:00 P.M., ET)** ON THE ABC TELEVISION NETWORK. REPORTS INCLUDE:

PAMPERED PETS – WHY ARE WE SO OBSESSED?: ROBIN ROBERTS REPORTS ON THE EXTREME OVER-INDULGENCE OF PETS IN THE UNITED STATES AND THE REAL PEOPLE AND CELEBRITIES WHO ARE LITERALLY OBSESSED -- SOMETIMES PUTTING FIDO AND FLUFFY BEFORE THEIR OWN SPOUSES. PLUS, LISA VANDER PUMP FROM "REAL HOUSEWIVES OF BEVERLY HILLS" TALKS ABOUT HER LITTLE DOG, GIGGY, WHO MAY BE THE MOST FAMOUS PAMPERED POOCH IN THE U.S. TODAY.

YOU LIVE WITH WHAT?: JOHN BERMAN REPORTS ON THE PEOPLE WHO VOLUNTARILY SHARE THEIR LIVING ROOMS AND KITCHENS WITH HORSES, RHINOS, EVEN ANT-EATERS AND EXOTIC ANIMALS.

PET PLASTIC SURGERY: FROM BROW LIFTS AND TUMMY TUCKS TO IMPLANTS, **NICK WATT** REPORTS ON THE LATEST TREND OF PET PLASTIC SURGERY.

PETS GONE WILD: WHEN YOUR PETS ARE LEFT ALONE: WHAT REALLY HAPPENS WHEN MISBEHAVING OR BORED DOGS ARE LEFT ALONE? WHAT OUR HIDDEN CAMERAS REVEAL MIGHT SURPRISE YOU! **JOHN BERMAN** REPORTS.

CATS Vs. DOGS: DAN HARRIS ADDRESSES THAT AGE OLD QUESTION, WHY IS THE WORLD DIVIDED INTO CAT PEOPLE AND DOG PEOPLE? IT'S A REAL DOG AND CAT FIGHT THAT PLAYS OUT DIFFERENTLY FROM COUNTRY TO COUNTRY, BUT THE SENTIMENTS ARE VERY STRONG EVERYWHERE.

THE WORLD'S MOST TALENTED PETS – DANCING DOGS: **JAY SCHADLER** TAKES VIEWERS BEHIND THE SCENES OF THE COUNTRY'S DOG DANCING COMPETITION CIRCUIT, SHOWCASED BY ONE INSPIRING CANINE PRANCER WHO WILL LEAVE YOU SPEECHLESS.

DAVID SLOAN IS EXECUTIVE PRODUCER OF "20/20". JOHN GREEN IS EXECUTIVE PRODUCER OF "PET CRAZY".

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