



UPLIFTING ENTERTAINMENT

For Immediate Release

**GMC TV RECORDS STRONGEST RATINGS WEEK EVER
AS AMERICA'S EASTER CELEBRATION DESTINATION
PROGRAMMING REACHES MORE THAN 14 MILLION VIEWERS**

ATLANTA, April 2, 2013 - GMC TV, America's Easter celebration destination, announced today that its holiday week programming reached 14.1 million viewers, up 16% over last year (source 1) and the network's best week ever in households, W25-54 and A25-54 (source 2).

The GMC World Premiere Movie, *The Carpenter's Miracle*, reached 2.9 million viewers on March 30 and Easter Sunday, March 31, making it the strongest GMC World Premiere Movie this year across all key demos. The March 30, 7pm ET premiere of *The Carpenter's Miracle* ranked 23rd among all ad-supported cable networks in W25-54 (source 3).

For the week leading up to Easter, ratings for GMC's Bible Stories movies were up 31% over last year among W25-54 and 30% among W18-49 (source 4).

Leslie Glenn Chesloff, executive vice president, GMC TV, said, "Our every day family and faith-friendly programming slate is a natural foundation for us to build special stunts around Easter and Christmas, enabling us to establish ourselves as *the* television home for these holidays."

About GMC TV

GMC TV, (www.watchGMCTv.com) based in Atlanta, is America's favorite network for uplifting music and family entertainment. The network presents original and acquired movies, series, stage plays and music specials along with gMovies, the first faith-friendly streaming movie service. The GMC TV brand is reflected in "Uplift Someone," the network's successful pro-social initiative. GMC TV can be seen in more than 62 million homes on various cable systems around the country, as well as DIRECTV on channel 338, DISH Network on channel 188, and Verizon FiOS on channel 224.

Follow GMC TV on Facebook and Twitter at <http://facebook.com/gmctv> and <http://twitter.com/gmctv>.

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Sources:

1. Nielsen LSD M-Su 6a-6a 4/1/12-4/8/12 v 3/22/13-3/31/13 cumulative audience
2. Nielsen LSD M-Su 6a-6a 9/27/10-3/31/13 AA (000)
3. Nielsen LSD 3/30/13-3/31/13 7p-1a cumulative audience; Premiere Window AA (000); 3/30/13 7p-9p time period rank versus ad supported cable Cov AA%
4. Nielsen LSD M-Su 6a-6a 4/1/12-4/8/12 v 3/22/13-3/31/13 Program Cov AA%

Media Contacts:

Chelsye J. Burrows
770-692-4559
cburrows@gmctv.tv

Mark Braff
201-612-0707
mbraff@braffcommunications.com