

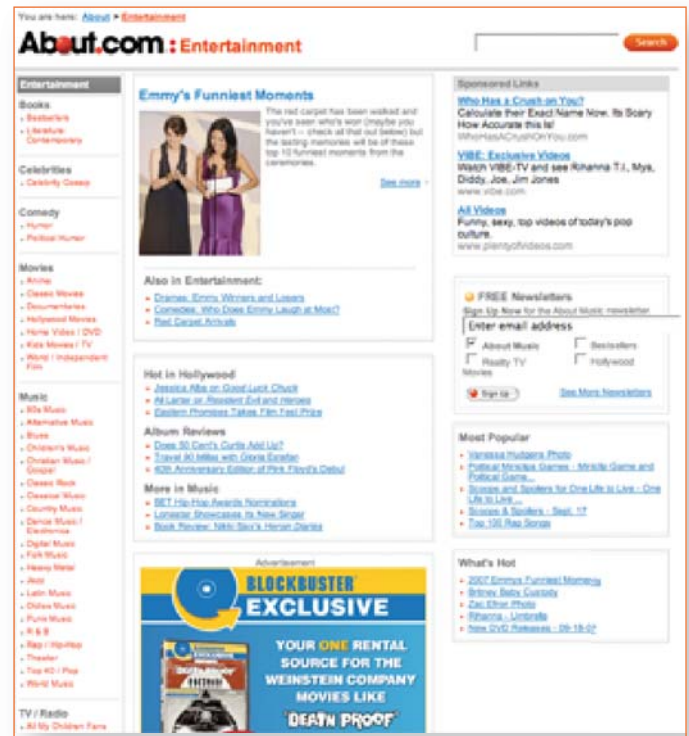
About.com Helps Readers Entertain their Options

Living in an oversaturated, media-driven culture, how can anyone make sense of it all? The readers of About.com's Entertainment Channel can. It helps readers separate the hip from the hype and the buzz from the believable. About.com provides clear, unbiased information on movies, books, music and television including profiles, reviews, trivia, interviews and recommendations.

What Makes About.com's Entertainment Channel an Authority? Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com readers answer a question, solve a problem or simply learn more about a topic. Their knowledge is truly Oscar worthy. Meet some of our Guides:

- **Hollywood Movies: Rebecca Murray** – as a member of the San Diego Film Critics Society and an Approved Tomatometer Critic (www.rottentomatoes.com), Rebecca brings a real-world sense and sensibility to the hype-driven world of movies. Her open and honest style are exactly what draws so many readers to About.com Entertainment.
- **Reality TV: LaToya West** – working as a reporter for a Gen-X entertainment Web site and for a courtroom television network has given LaToya an extraordinary perspective on the world of reality TV. It's this perspective that makes her so valuable to About.com readers.
- **Top 40/Pop: Bill Lamb** – as a music journalist specializing in pop and dance music Bill has developed not just a vast knowledge base, but an approachable style as well. With Bill Lamb, and About.com readers, the beat goes on.



News to Use

About.com features movie showtimes and tickets search powered by The New York Times. There is no easier way to be in the know about where (and when) to go. About.com Entertainment offers an exclusive audience.

- About.com's Entertainment channel reaches over 3.6 million unique users per month
- About.com's audience keeps up with entertainment news/reviews/listings, reading current coverage over 4X the national average
- Only a 2% overlap with MSN Entertainment and a 4% overlap with AOL Entertainment
- More unique users than EW, Hollywood.com, MSN Entertainment and People Magazine.com

* Source: Nielsen/NetRatings, July 2007