



Press Release

Strong enough for a man...but women like it too!

Ed & Red's Night Party! maintains ratings lead among male viewers –
and now among female viewers too!

March 6, 2008 - According to the Fall 2007 Toronto ratings data from Nielsen Media Research, **Ed & Red's Night Party!** continues to beat both the Tonight Show and the Late Show on Friday nights among males 18-54. This is a streak that extends back to 2001, when Citytv first began measuring Ed the Sock's strength against that of American powerhouses David Letterman and Jay Leno.

As well, *ERNP* leads Leno and Letterman in all adult viewers 18-49 and 25-54.

And now for the first time in the show's 13 years on Citytv, Ed & Red lead Leno and Letterman among female viewers in all categories – 18-34, 18-49 and 25-54.

This new strength among women may be attributed to the titular 'Red', co-star and producer Liana K. A funny and vivacious redhead, Liana has provided a strong female presence on a show previously co-hosted by a procession of men. In her 4th season as Ed's comic foil, Liana's unique combination of confident sex appeal and sharp intelligent wit have earned Red her own fan following among men and women -- who have come to identify with her attitude and anti-Hollywood natural beauty.

ERNP's strong female viewership puts the lie to the notion that the show is simply tailored for frat boy audiences. While in its earlier years the program did cater to young males, the show has evolved and broadened its appeal while mediating the nudity and coarseness it had been famous (infamous) for. And this year, the show continues to grow with a slew of new features & **full HD**.

The continuing strength among men and solid growth among women is all the more remarkable for a show in its 16th season (13 on Citytv). 2008 represents Ed the Sock's 21st year on Canadian TV, and the Night Party is the longest-running late night show and second longest-running comedy show in Canadian TV history. Not bad for a show that began on Toronto's tiniest (now extinct) cable access station.

Ed & Red's Night Party! is an international co-production of Kerzner/Mediarts Entertainment (Canada) and Ripe Digital Media (USA) and airs Fridays at 11:35PM and Sundays at 11:30PM on Citytv.

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