



BRAVO DELIVERS 'FIERCE' AUDIENCE FOR PROJECT RUNWAY 4 FINALE AND GROWS SERIES 10 PERCENT VS. RUNWAY 3

"Project Runway" Finale Becomes Most Watched Bravo Telecast in 18-49 in Network History

NEW YORK – March 6, 2008 – Bravo's Emmy-nominated "Project Runway" season four finale became the network's most watched broadcast ever and the second most watched telecast for the night during the 10 p.m. hour in adults 18-49, (second only to NBC's "Law & Order") according to Nielsen Media Research. (Complete sourcing below). The finale – in which the "fierce" Christian Siriano earned top honors over finalists Rami Kashou and Jillian Lewis – attracted 3.754 million adults 18-49, up nine percent vs. the season three finale (3.441 million), breaking the network's previous record.

Continuing Bravo's hallmark of increasing viewership with each original franchise cycle, the fourth "Project Runway" series averaged 2.682 million adults 18-49, a 10 percent increase over season three's 2.434 million adults and a four percent increase in total viewers for the series (3.803 million vs. 3.655 million 7/12/2006 – 10/18/2006). Last night's finale attracted 5.181 million total viewers (vs. 5.363 million total viewers for season three).

Additionally, Bravo saw huge gains on Tuesday night (3/4) with the season finale of "The Millionaire Matchmaker" and the premiere of its new series "The Real Housewives of New York City." The ladies of "The Real Housewives of New York City" delivered an impressive 824,000 total viewers up 69 percent (vs. 488,000) and up 89 percent in adults 18-49 (659,000 vs. 349,000) from the previous four-week 11 p.m. time period average. "The Real Housewives of New York City" moves to its regular Tuesday 10 p.m. ET/PT time period next week.

And the 10 p.m. finale episode of "The Millionaire Matchmaker" – which brought the season to a surprise ending when millionaire Paul Murad proposed to his date – attracted 938,000 total viewers and 679,000 adults 18-49, marking a 13 and 22 percent increase, respectively, versus the previous four week average (938,000 vs. 827,000 total viewers and 679,000 vs. 558,000 adults). Overall the premiere season of "The Millionaire Matchmaker" averaged 878,000 total viewers and 612,000 adults 18-49.

Source: Nielsen Galaxy Explorer, Live + Same Day through 3/5/08, AA (000). Reunion specials excluded from Project Runway season averages. Project Runway season three and season four averages are based of Most Current stream: Live + 7 day through 2/17/08, blended with Live + Same Day through 3/5/08, AA (000).

Bravo is a program service of NBC Universal Cable Entertainment, a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Bravo has been a NBC Cable Network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information visit www.bravotv.com.

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