

Facts & Figures

July 19, 2011



♪ Great American Country (GAC) Has Surpassed the 60 Million Household Milestone!

GAC is receivable in **60,224,000** U.S. households as of July 2011, up 1,692,000 from July 2010.¹

♪ GAC Signed its SECOND International Distribution Agreement!

GAC signed its second international distribution agreement with **CCTV Music in China** for "The Year" series.

♪ Behind the Video: Darius Rucker "I Got Nothin'" – Premieres Thursday, July 21 at 9:30 PM.

Go **behind the scenes** for Darius Rucker's **latest video**. See the fun and work put into "I Got Nothin"!

♪ Behind the Video: Gloriana "Wanna Take You Home" – Premieres Wednesday, July 27 at 9 PM.

Go behind the scenes with the group Gloriana on their latest video. See the **fun and work** put into "Wanna Take You Home"!

♪ Top 20 Tailgating Songs – Premieres Saturday, August 13 at 9 PM.

Kick back, relax, and enjoy your favorite Top 20 Tailgating Songs from the **ultimate tailgate party, Kenny Chesney Goin' Coastal tour!**

♪ Top 50 Videos of the 90's – Premieres Monday, August 15 at 8 PM.

It was the decade that gave us beginning of the internet and the end of the Soviet Union. Clinton and cloning. And some of the **best country music videos ever!** The 90's! Shania to Strait. Garth to Brooks and Dunn. Faith, Alan, Billy Ray and the many hairstyles of Reba! GAC counts down the Top 50 **fan-voted** videos of the decade. Join host Neal McCoy and a passel of famous friends as they salute the **Top 50 Videos of the 90s** in this boot-scootin' five-part special. It'll be more fun than a barrel of Tickle Me Elmos.

♪ 4 New Video Blocks – Premieres Monday, August 1 at 5:30 PM.

Airs Monday, Tuesday, Wednesday & Friday weekly at 5:30PM, with an Encore Show Saturday at 5PM.

- **Lost in Love:** Hopeless Romantic? Head over heels for someone? Check out non-stop love videos!
- **Latest & Greatest:** Interested in the latest music videos from the greatest country artists? Catch non-stop music from the stars!
- **Time Capsule:** You're craving hits from the past? Get up and dance, it's your favorite music videos from days gone by! Which year, tune in to see.
- **Out of the Box:** New artists are aspiring to jump out of the box and catch your eyes! Watch these music videos to find out where country music is headed!

GACTV.com

♪ Page Views on GACTV.com were up 9% from May 2011 to June 2011.²

♪ GAC's Top 50 Videos of the 90s. GACTV.com is giving fans the chance to **vote for their favorite videos** from the 90's, over a 150 nominees included! The results will be compiled and the countdown will premiere on GAC on Aug. 15 at 8/7c. Voting ends on 7/25.

♪ Redesigned Homepage. GACTV.com is freshening up our homepage with a new, clean design that will offer fans a **more engaging way to explore the latest features, headlines and video content available** at the site.

♪ GACTV.com Rolls Out New Video Series "Making It". This new **exclusive video series** only available online at GACTV.com will offer fans an intimate look at their **favorite stars sharing stories** about their path to stardom!

¹ Nielsen Media Research, July 2010 / July 2011
² Comscore June 2011 vs. May 2011