



March 17, 2010

Highlights for Monday, March 15, 2010 Final National Ratings

Disney XD's "Zeke and Luther" Hits Series Highs in Viewers and Key Demos

**Ranks a Competitive No. 3 in its Time Period in Tweens 9-14 and Boys 9-14,
Surpassing Cartoon Network by 30% in Both Target Measures**

**Delivers Disney XD's Top Numbers in its Time Slot Ever and
Posts Double-Digit Percent Increases Over Last June's Series Launch**

"Zeke and Luther"

The second season premiere of "Zeke and Luther" registered series highs in Total Viewers (758,000) and across target demos Kids 6-14 (455,000), Boys 6-14 (314,000), Kids 6-11 (386,000), Boys 6-11 (252,000) and Boys 9-14 (237,000), standing as Disney XD's No. 1 program in the half-hour ever among its core kid audience.

"Zeke and Luther" ranked a strong No. 3 in the half-hour in its key Tween demos, surpassing Cartoon Network by 30% in both Tweens 9-14 (292,000 vs. 224,000) and Boys 9-14 (237,000 vs. 183,000).

- "Zeke and Luther" registered hefty increases over last June's series premiere (6/15/09) across all demos, including by 56% in Total Viewers (758,000 vs. 485,000), by 49% in Kids 6-14 (455,000 vs. 305,000) and by 35% in Boys 6-14 (314,000 vs. 232,000).
- "Zeke and Luther" catapulted over year-ago time period levels (3/16/09) by triple digit percentages, including by 133% in Total Viewers (758,000 vs. 326,000), by 195% in Kids 6-14 (455,000 vs. 154,000) and by 220% in Boys 6-14 (314,000 vs. 98,000).

Disney XD is a basic cable channel and multi-platform brand showcasing a compelling mix of live-action and animated programming for Kids age 6-14, hyper-targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. Disney XD branded content spans television, online, mobile and VOD platforms. The programming includes series, movies and short-form, as well as sports-themed programming developed with ESPN. In the U.S., Disney XD is seen on a 24-hour, advertiser supported network that reaches over 76 million households via its basic cable affiliates. Disney XD recently launched in the UK, France, Spain, Denmark, Sweden, Norway, Poland, Greece, Turkey, Latin America and Japan.

Source: NMR, final national U.S. ratings, 3/15/10, Live + Same Day. Disney XD: 2/13/09-3/15/10.

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