



Canadians Are Committed To Investing In Their Homes

Despite Current Economy, Survey Reveals Two-Thirds Of Canadians Will Take On A Home Renovation Project In 2009

HGTV Offers Value-Added Tips And Expert Advice

FOR IMMEDIATE RELEASE

TORONTO – February 1, 2008 – A November '08 survey revealed that the current state of the economy may have Canadians tightening their belts on spending, but a recent Angus Reid survey reveals that nearly two-thirds of the population will embark on a home renovation project in the next 12 months. And despite reports of what is happening in the United States real estate market, nine out of 10 Canadians still believe that their home is a more secure investment than the stock markets.

With less spending money available, home improvement trumps travel: half of Canadians are choosing to invest in a home improvement project – compared to one-third who are choosing to spend extra money on a vacation. The stay-at-home vacation is becoming an increasingly popular way to spend time off and 42% of Canadians are planning to take more of these “staycations” in the upcoming year.

By Canadians spending more time at home and committing to renovation projects, they are pledging to invest in their nest and enhance their living space. Home improvements need not be expensive and HGTV is committed to inspiring viewers by offering accessible, do-it-yourself tips and insider advice from the channel’s design, real estate and renovation experts. HGTV’s winter schedule launches Monday, December 29.

“HGTV has always been the premiere destination for Canadians looking for inspiration and practical advice. Even though the economy is slowing down, Canadians are still committed to investing in their homes,” says Anna Gecan, Vice President, Content, HGTV. “At HGTV, we’ve made some subtle shifts in our programming to encourage our viewers to embrace their space and to love the home they live in. To date, HGTV’s fall 2008 schedule has seen a 14% increase in audience over last year which speaks not only to the relevance of the channel, but also to the entertaining nature of its programming. This winter our schedule has something for everyone whether you own or rent,” continues Gecan.

Despite not owning their homes, renters are also keen to make their spaces their own, and no less than one-third of renters will undertake a home improvement project this year. Even with 57% of renters reporting that they have less spending money than they had at this time last year, the majority expect to spend up to \$1,000 refurbishing their home.

For Rent, a brand-new 13-episode, half-hour series that premieres on Monday, December 29 at 8pm ET / 10:30pm PT, caters to Canadian renters, who make up 33% of the population. New host and property expert Jodi Gilmour provides viewers with useful tips on what to look for and what to avoid in a rental property. With a budget of less than \$1,000, each episode includes a low-cost, high-impact makeover to add functionality and brighten up a space.

HGTV offers brand-new Canadian series beginning the week of December 29 including: *For Rent* (Mondays at 8pm ET/10:30pm PT), *The Decorating Adventures of Ambrose Price* (Mondays at 10pm ET / 5pm PT), *Petal Pushers* (Mondays at 10:30pm ET / 7:30 pm PT), *The Really Big Flip* (Wednesdays at 10:30pm ET / 7:30pm PT).

Newly acquired series are: *Extreme Living* (USA, Fridays at 9pm ET / 10pm PT), *Around the World in 80 Gardens* (UK, Fridays at 10pm ET / 11pm PT) and *Top Design, Season 2* (USA, Saturdays at 8pm ET / 5pm PT).

About the survey

The survey was conducted online by Angus Reid Strategies on behalf of HGTV among a nationally representative sample of 1,004 Canadians from November 21 to November 24, 2008. The results of this survey are accurate to within +/- 3.1%, 19 times out of 20.

(HGTV ratings data: BBM Nielsen Media Research. Adults 25-54)

For more information and high-res images please visit the **HGTV** page at Canwest's media site:

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About Canwest Broadcasting:

Canwest Broadcasting operates two conventional television networks, Global Television and E!, and 18 of the country's most popular specialty channels, including HGTV, Mystery TV, National Geographic Channel, Showcase, Slice™ and TVtropolis. Canwest Broadcasting is a division of Canwest Media Inc.

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