

# Lifetime

## NEWS RELEASE

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Contact: Gary Morgenstein  
(212) 424-7162 -or-  
morgenstein@lifetimetv.com

**LIFETIME TELEVISION'S SMASH HIT "ARMY WIVES" SHATTERS MORE RECORDS AS SEASON FINALE BECOMES NETWORK'S MOST WATCHED ORIGINAL SERIES TELECAST EVER**

**SUNDAY, AUGUST 26 EPISODE AVERAGES 4.1 MILLION P2+**

**New York** -- Lifetime Television's smash hit "**Army Wives**," the most successful series in the network's 23-year history, ended its first season as it began -- by demolishing records! The critically acclaimed drama's season finale on Sunday, August 26 at 10PM (ET/PT) became the network's most watched original series telecast ever when it drew 4.1 million P2+.

"**Army Wives**" is now Lifetime's highest rated original scripted drama *series ever* in Households, W1834, W1849 and W2554, W18+, P2+.

During its record-setting 13 episode season, "**Army Wives**," which is basic cable's #1 drama among W18-34 as well as the #1 freshman drama of the year among W18-49 and W25-54, established new Lifetime marks for an original scripted series by averaging:

- 3.7 million P2+
- 3.1 HH rating
- 580,000 W18-34 (2.1)
- 1.4 million W18-49 (2.5)
- 1.4 million W25-54 (2.7)

In garnering a season-high 3.4 household rating on Sunday, August 26, "**Army Wives**" was also the #1 program in ad supported cable in Sunday prime for the 13<sup>th</sup> straight week among W2554 and the seventh consecutive week among W1849.

Online, "**Army Wives**" traffic on LifetimeTV.com broke a record on Monday, August 27, soaring 135% over the previous high set on June 3, the day after the drama premiered.

Said Susanne Daniels, President, Entertainment, Lifetime Networks: "Thanks to Mark Gordon and Deb Spera, a talented production team, amazing writers and a remarkable cast, 'Army Wives' captured the hearts and imaginations of viewers across the country. It is incredibly gratifying when a

critically acclaimed show is also a successful show, and we are grateful to the four million loyal viewers who tuned in every Sunday to make this series a huge hit for Lifetime."

**"Army Wives"** returns for its second season in the spring of 2008.

Filmed on location in Charleston, South Carolina, **"Army Wives"** stars Emmy® Award winner Kim Delaney ("NYPD Blue"), Sally Pressman ("Shark"), Brigid Brannagh ("Over There"), Brian McNamara ("The O.C."), Sterling K. Brown ("Starved"), Wendy Davis ("Commander in Chief"), Drew Fuller ("Charmed") and Catherine Bell ("JAG"). Mark Gordon ("Grey's Anatomy," "Criminal Minds") and The Mark Gordon Company's President of Production, Deborah Spera ("Criminal Minds"), serve as executive producers. Jeff Melvoin ("Alias") serves as executive producer and show runner. Katherine Fugate ("The Prince & Me") created the series and also serves as executive producer and writer. The series is based on the book Under the Sabers: The Unwritten Code of Army Wives by Tanya Biank, who serves as a consultant. **"Army Wives"** is produced by ABC Studios.

LIFETIME is the leader in women's television and one of the top-rated basic cable television networks. A diverse, multi-media company, LIFETIME is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. LIFETIME Television, LMN, Lifetime Real Women and Lifetime Digital (including LifetimeTV.com) are part of LIFETIME Entertainment Services, a 50/50 joint venture of The Hearst Corporation and The Walt Disney Company.

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