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NEWS RELEASE

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**DESPITE TALK OF A REVOLUTION, GENERATION Y DOES NOT PLAN TO PERMANENTLY
OPT-OUT OF WORKFORCE
ACCORDING TO LATEST LIFETIME TELEVISION WOMEN'S PULSE POLL**

-- 85% Plan to Resume Career After Giving Birth; 69% Willing to Sacrifice to Reach Top of Field --

**-- 20-Something Women Want to Figure Out How to Succeed in Business While Trying
to Find New Equilibrium of Work And Family; For Many, Ultimate Career "Goal" is Flexibility --**

**-- "Spotlight 25" Original Documentary About Gen Y, Hosted by Journalist Willow Bay, Premieres on
Lifetime in 2007 --**

NEW YORK – As part of Lifetime Television's year-long survey of Gen Y, culminating in the 2007 documentary "Spotlight 25," hosted by award-winning MSNBC journalist and author Willow Bay, a new and revealing Lifetime Television Women's Pulse Poll* released today shatters prevailing myths about the life goals of Gen Y women (aged 18-29) by painting a complex picture of a highly ambitious generation seeking to achieve career success at a rapid pace, but expecting greater control and wanting more flexibility.

Airing in March 2007 to commemorate National Women's History Month, "Spotlight 25" is an original one-hour on-air special that explores the answer to the question: who is the contemporary 25-year-old woman and what dilemmas and issues does she face in this modern world. The documentary will feature real women in situations such as dating, the workplace and family life.

Key findings of the latest Lifetime Women's Pulse Poll include:

Gen Y Women Are Opting-In

- 85% of Gen Y women plan to be in the workforce after having children. Of those who already have children and are currently not working, 71% plan to return to work.
- Among working Gen Y Moms, 73% took off six months or less when they had their child.
- 78% of Gen Y women would choose to work, regardless of their current work or financial situation.
- 72% said that they believed they would face setbacks if they took a few years off.
- Among many benefits, healthcare coverage was the #1 work incentive by far.

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Gen Y Women Want and Will Work Hard for Promotion, but They Don't Want It to Take Long

- 69% of women surveyed said that they are willing to sacrifice to reach the top of their field.
- Gen Y women have no qualms about leaving a job for something better or different. 67% said that they expect to stay in their current job for five years or less (18% less than one year, 26% one-two years, 23% three-five years).
- Half expect to be promoted in two years or less.

Ultimate Career Goals Focus on Control and Flexibility

- When asked their ultimate career goals, Gen Y's two most stated goals were starting their own businesses and being considered one of the top people in their field. (30% and 29% respectively). Another 23% said that achieving flexibility with respect to where and when they work was the top goal.
- Young women already in the workforce more than five years were much more apt to want to start their own businesses (34% vs. 22%).
- Entrepreneurship is also a bigger goal for African-American women – 43% defined their ultimate goal as starting their own business vs. 25% of Caucasians and 27% of Latinas.

Work is Important but It's Not Everything: New Gen Y Emphasis on Equilibrium

- "Personal" goals of getting married, having children or owning a home trump "professional" goals of becoming a manager, earning a certain salary or starting a business. (63% vs. 23%).
- The Gen Y "American Dream" is not monolithic; it's highly individualized, depending on race and whether the woman lives in rural, suburban or urban communities.

"Despite the recent flurry of media speculation that Gen Y women are planning to 'opt out' of the business world, our research shows a much more complicated picture of a highly ambitious group of young women with great expectations. Unlike previous generations focused on climbing the proverbial corporate ladder, these young women are redefining the terms of success across a broad spectrum of personal and professional goals." said Kellyanne Conway, Republican pollster and President & CEO, the polling company, inc.

"Young women represent the forefront of new trends that define the 21st century. Their top currency is 'control' and the flexibility that will give them control. They are not opting out. They want it all but not necessarily all at once. They are defining a new pathway for women," said Celinda Lake, Democratic pollster.

"There appears to be a shift in this generation of women in that they want to be ringmasters vs. jugglers – planning to work very hard but also planning to have more control in how and when they will balance career and family. This will have important ramifications for employers as they seek to put into place policies to recruit and retain the next generation, as well as plan for women's possible temporary exits from the workforce." said Meredith Wagner, Executive Vice President of Public Affairs, Lifetime Networks.

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, Lifetime Home Entertainment and Lifetime Online (www.lifetimetv.com) are part of LIFETIME Entertainment Services, a 50/50 joint venture of The Hearst Corporation and The Walt Disney Company.

*The poll was commissioned by Lifetime Networks and conducted by WomanTrend and Lake Research Partners. A national telephone survey of 500 women aged 18-29 was fielded July 13-17, 2006