



MEMORANDUM

To: General Sales Managers, Program Directors, Promotion Managers

From: Affiliate Relations

Date: July 20, 2007

Subject: Primetime Schedule Alert – Fall Launch Premiere Dates

Please note on **Tuesday, September 18th**, the two-hour premiere of “**Beauty and the Geek**” will air in the **8:00-10:00pm** time period for **one time only**.

Please note on **Wednesday, September 19th**, the two-hour premiere of “**America’s Next Top Model**” will air in the **8:00-10:00pm** time period for **one time only**.

Please note beginning **Friday, September 21st**, the season premiere of “**Friday Night Smackdown**” will air in the **8:00-10:00pm** time period **until further notice**.

Please note beginning **Sunday, September 23rd**, the new series premiere “**CW Now**” will air in the **7:00-7:30pm** time period **until further notice**.

Please note beginning **Sunday, September 23rd**, the new series premiere “**Online Nation**” will air in the **7:30-8:00pm** time period **until further notice**.

Please note on **Sunday, September 23rd**, an encore of the two-hour premiere of “**America’s Next Top Model**” will air in the **8:00-10:00pm** time period for **one time only**.

Please note beginning **Tuesday, September 25th**, “**Beauty and the Geek**” will air in the **8:00-9:00pm** time period **until further notice**.

Please note beginning **Tuesday, September 25th**, the new series premiere “**Reaper**” will air in the **9:00-10:00pm** time period **until further notice**.

Please note beginning **Wednesday, September 26th**, “**America’s Next Top Model**” will air in the **8:00-9:00pm** time period **until further notice**.

Please note beginning **Wednesday, September 26th**, the new series premiere “**Gossip Girl**” will air in the **9:00-10:00pm** time period **until further notice**.

Please note beginning **Thursday, September 27th**, the season premiere “**Smallville**” will air in the **8:00-9:00pm** time period **until further notice**.

Please note on **Thursday, September 27th**, an encore of the series premiere of “**Reaper**” will air in the **9:00-10:00pm** time period for one time only.

Please note on **Sunday, September 30th**, an encore of the series premiere of “**Gossip Girl**” will air in the **8:00-9:00pm** time period for one time only.

Please note on **Sunday, September 30th**, encore episodes of “**America’s Next Top Model**” will air in the **9:00-10:00pm** time period until further notice.

Please note beginning **Monday, October 1st**, the season premiere of “**Everybody Hates Chris**” will air in the **8:00-8:30pm** time period until further notice.

Please note beginning **Monday, October 1st**, the new series premiere “**Aliens in America**” will air in the **8:30-9:00pm** time period until further notice.

Please note beginning **Monday, October 1st**, the season premiere of “**Girlfriends**” will air in the **9:00-9:30pm** time period until further notice.

Please note beginning **Monday, October 1st**, the season premiere of “**The Game**” will air in the **9:30-10:00pm** time period until further notice.

Please note beginning **Thursday, October 4th**, the series premiere “**Supernatural**” will air in the **9:00-10:00pm** time period until further notice.

Please note beginning **Sunday, October 7th**, the new series premiere of “**Life is Wild**” will air in the **8:00-9:00pm** time period until further notice.

CW Primetime – Tuesday, September 18th OTO

All Times Eastern

8:00P Beauty and the Geek (two-hour premiere)

CW Primetime – Wednesday, September 19th OTO

All Times Eastern

8:00P America’s Next Top Model (two-hour premiere)

CW Primetime – Friday, September 21st UFN

All Times Eastern

8:00P Friday Night Smackdown (season premiere)

CW Primetime – Sunday, September 23rd UFN

All Times Eastern

7:00P CW Now (new series premiere)

7:30 Online Nation (new series premiere)

8:00 America’s Next Top Model (two-hour encore) OTO

CW Primetime – Tuesday, September 25th UFN

All Times Eastern

8:00P Beauty and the Geek
9:00 Reaper (new series premiere)

CW Primetime – Wednesday, September 26th UFN

All Times Eastern

8:00P America's Next Top Model
9:00 Gossip Girl (new series premiere)

CW Primetime – Thursday, September 27th OTO

All Times Eastern

8:00P Smallville (season premiere)
9:00 Reaper (encore)

CW Primetime – Sunday, September 30th UFN

All Times Eastern

7:00P CW Now
7:30 Online Nation
8:00 Gossip Girl (encore) OTO
9:00 America's Next Top Model (encore)

CW Primetime – Monday, October 1st UFN

All Times Eastern

8:00P Everybody Hates Chris (season premiere)
8:30 Aliens in America (new series premiere)
9:00 Girlfriends (season premiere)
9:30 The Game (season premiere)

CW Primetime – Thursday, October 4th UFN

All Times Eastern

8:00P Smallville
9:00 Supernatural (season premiere)

CW Primetime – Sunday, October 7th UFN

All Times Eastern

7:00P CW Now
7:30 Online Nation
8:00 Life is Wild (new series premiere)
9:00 America's Next Top Model

Please contact your Affiliate Relations representative if you have any questions.



THE CW NETWORK ANNOUNCES FALL PREMIERE DATES FOR 2007-2008 SEASON

All Dramas and Comedies To Be Broadcast in Hi-Def and 5.1 Digital Audio

July 20, 2007 (Beverly Hills, CA) • The CW Network announced its Fall premiere dates for the 2007-2008 season today at the Television Critics Association Summer Press Tour. The CW unveils its new primetime schedule over the course of a three-week period, getting a jump on the traditional broadcast season with its first premiere on September 18 and running through October 7. Every drama and comedy on The CW's schedule will be broadcast in high-definition and 5.1 Digital Audio.

The CW will kick off the 2007-2008 season from a position of strength with two-hour premieres of two of its biggest reality hits. First, the fourth edition of **BEAUTY AND THE GEEK** kicks off on **Tuesday, September 18 (8:00-10:00 p.m. ET)**. The next night, the ninth cycle of the runaway runway hit **AMERICA'S NEXT TOP MODEL** returns on **Wednesday, September 19 (8:00-10:00 p.m. ET)**.

The roll-out continues with the high energy, high drama of **FRIDAY NIGHT SMACKDOWN** delivering the action and excitement week after week, starting a brand new season on **Friday, September 21 (8:00-10:00 p.m. ET)**.

On **Sunday, September 23**, The CW will then debut one of the more innovative new hours on television with the premieres of **CW NOW (7:00-7:30 p.m. ET)** and **ONLINE NATION (7:30-8:00 p.m. ET)**. With informative and entertaining reports on the hottest fashions, the coolest music, the must-see movies and the must-have gadgets and technology, **CW NOW** blends news and entertainment to create the ultimate source for everything that's hip, hot and happening right now in the world of young adults, and the place for anyone who needs to know what everyone is buzzing about today and what they'll be talking about in the week to come. **ONLINE NATION** turns mouse potatoes into couch potatoes with this new series that takes the best of the web's user-generated video and makes it available to television audiences.

On **Tuesday, September 25**, following a new episode of **BEAUTY AND THE GEEK**, The CW's highly anticipated new series **REAPER (9:00-10:00 p.m. ET)** makes its debut. This humor-filled adventure is the story of a 21-year-old slacker named Sam (Bret Harrison, "The Loop," "Grounded for Life") who learns that his parents sold his soul to Satan (Ray Wise, "24," "The Closer") before he was born, forcing him into a new life as the devil's bounty hunter, collecting the evil souls who have escaped from Hell.

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Following a new episode of **TOP MODEL** on **Wednesday, September 26**, The CW presents the premiere of the hot new drama **GOSSIP GIRL (9:00-10:00 p.m. ET)**, from “The O.C.” producers Josh Schwartz and Stephanie Savage and based on the *New York Times* best-selling young-adult book series of the same name. The show features an ensemble cast of new and veteran actors, including Blake Lively (“The Sisterhood of the Traveling Pants”) and Leighton Meester (“Surface”), and focuses on the struggle for social supremacy among teens from both sides of the tracks in a posh Manhattan prep school.

The CW continues to explore the Superman mythology with the on-going adventures of Clark Kent, his friends, allies and enemies on **SMALLVILLE** returning **Thursday, September 27 (8:00-9:00 p.m. ET)**.

The CW’s Monday Night Comedy Block returns on **October 1** with Chris Rock’s **EVERYBODY HATES CHRIS** once again leading off the night (**8:00-8:30 p.m. ET**), followed by the series premiere of **ALIENS IN AMERICA (8:30-9:00 p.m. ET)**, a ground-breaking new comedy about a smart, yet socially awkward 16-year-old, Justin Tolchuk (Dan Byrd, “The Hills Have Eyes”), whose mother decides to improve his social status at school by importing an exchange student to be his friend. When the student turns out to be a Pakistani Muslim teenager named Raja (Adhir Kalyan, “Fair City”), issues of diversity, tolerance and coming of age in America take center stage in this sweet and insightful comedy. The CW closes out its premiere Monday with the season premieres of **GIRLFRIENDS (9:00-9:30 p.m. ET)** and **THE GAME (9:30-10:00 p.m. ET)**.

On **Thursday, October 4**, those Winchester boys are back on the trail of the otherworldly, unexplainable evils that haunt the Earth on **SUPERNATURAL (9:00-10:00 p.m. ET)**.

The CW’s final new series to premiere this Fall is **LIFE IS WILD** on **Sunday, October 7 (8:00-9:00 p.m. ET)**, which brings the beauty and drama of Africa to American television. Boasting an internationally diverse cast, **LIFE IS WILD** is the story of a dysfunctional blended family from New York who moves to a rural South African town and finds they must rely on each other more than they ever did back home.

Following is The CW’s 2007-2008 night-by-night breakdown of primetime premiere dates:

(more)

Tuesday, September 18
8:00-10:00 p.m.

“BEAUTY AND THE GEEK”
Special Two-Hour Premiere

Wednesday, September 19
8:00-10:00 p.m.

“AMERICA’S NEXT TOP MODEL”
Special Two-Hour Premiere

Friday, September 21
8:00-10:00 p.m.

“FRIDAY NIGHT SMACKDOWN”

Sunday, September 23
7:00-7:30 p.m.
7:30-8:00 p.m.

“CW NOW”
“ONLINE NATION”

Tuesday, September 25
9:00-10:00 p.m.

“REAPER” *

Wednesday, September 26
9:00-10:00 p.m.

“GOSSIP GIRL” *

Thursday, September 27
8:00-9:00 p.m.

“SMALLVILLE” *

Monday, October 1
8:00-8:30 p.m.
8:30-9:00 p.m.
9:00-9:30 p.m.
9:30-10:00 p.m.

“EVERYBODY HATES CHRIS” *
“ALIENS IN AMERICA” *
“GIRLFRIENDS” *
“THE GAME” *

Thursday, October 4
9:00-10:00 p.m.

“SUPERNATURAL” *

Sunday, October 7
8:00-9:00 p.m.

“LIFE IS WILD” *

* Broadcast in High Definition and 5.1 Digital Audio
All Times ET