



Trade folder sent to media.

The headline reads: RATED: WLCPICSJRSPWTW

The body copy reads: The following network is for **women** who like to **laugh** and don't mind a good **cry**, who know that **personal issues** are far more interesting than world issues, who make a lot of **cash** and love to **spend** it on fabulous things, who are neither too young or too old but **just right**, and who appreciate the **sublime pleasure** of **watching a train wreck** unfold.