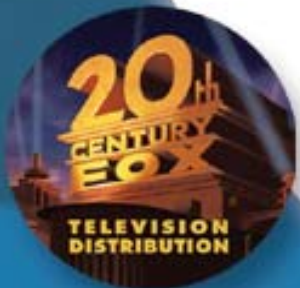


FOX

My Big Fat Obnoxious Fiancé - Reality



**Finally...
A Reality Series
That Everyone Can Enjoy**



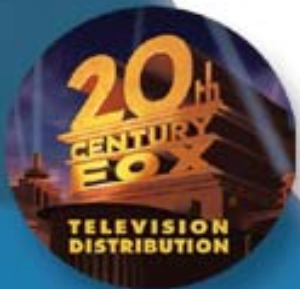
FOX

***My Big Fat Obnoxious Fiancé* - Reality**



In this unscripted series, a beautiful “bride-to-be” introduces the most horrific “fiancé” to her family and friends when she announces her shocking and surprising wedding plans to them. Steve, the big fat obnoxious “Prince-not-so-Charming” and his obnoxious “family” will test the limits of his recently engaged girlfriend’s family and friends through shocking behavior. Our “bride,” Randi, a 23-year-old first grade teacher must make it all the way through the wedding ceremony and final “I do’s” in order to win a million dollars.

- **6 One-Hours**
- **Mondays, 9:00PM on FBC**
- **Original Series Produced By *Rocket Science Laboratories* (*Jean-Michel Michenaud and Chris Cowan*)**
- **Hosted By Claudia DiFolco (*Anything for Love*)**
- **FOX’s #1 New Show of the Season, #2 Overall**
- **Attracts Viewers of All Ages, ...and Both Women & Men**





Every Father's Nightmare, Becomes An Obsession With Viewers...

The Premiere and The Announcement

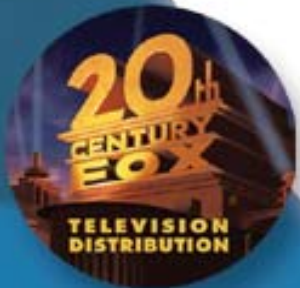
- **Immediately Intrigued Viewers, Ranking in the Top 5 of all Network Programs**
- **20 Million Viewers, Nearly Out-Delivering ABC, CBS & NBC Combined**

The Planning and The Chaos

- **Held and Built An Audience Over its Six Week Run**
- **Attracts Both A General Audience and FOX's Key 18-34s**

The Finale and The Wedding

- **A Must-See Event Grows To 21 Million Viewers**
- **#1 FOX Telecast of February Sweep, #3 of All Networks**





My Big Fat Obnoxious Fiancé - Reality

The Premiere and The Announcement



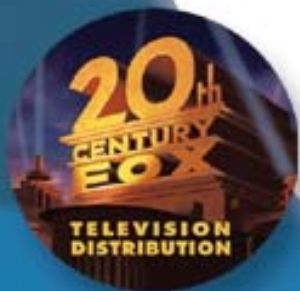
Immediate Attention, Ranking #5 in all Primetime

Top 20 Programs Ranked By Adults 18-34: Premiere Week

Adults 18-34
RTG/SHR

1	American Idol Premiere	FOX	Monday	8:00PM	13.7/36	8,830,000
2	American Idol (Tuesday)	FOX	Tuesday	8:00PM	12.9/37	8,290,000
3	American Idol (Wednesday)	FOX	Wednesday	8:00PM	12.8/35	8,270,000
4	Friends	NBC	Thursday	8:00PM	9.8/30	6,320,000
5	My Big Fat Obnoxious Fiancé	FOX	Monday	9:00PM	9.8/24	6,310,000
6	The Golden Globe Awards	NBC	Sunday	8:00PM	8.3/22	5,360,000
7	Will & Grace	NBC	Thursday	9:00PM	7.5/21	4,850,000
8	The O.C.	FOX	Wednesday	9:00PM	6.7/18	4,330,000
9	The Simpsons	FOX	Sunday	8:00PM	6.2/17	4,010,000
10	Scrubs	NBC	Tuesday	9:30PM	5.8/16	3,720,000
11	Average Joe: Hawaii	NBC	Monday	10:00PM	5.7/15	3,680,000
12	C.S.I.	CBS	Thursday	9:00PM	5.1/14	3,260,000
13	Fear Factor	NBC	Monday	8:00PM	5.0/13	3,230,000
14	The Bachelorette	ABC	Wednesday	9:00PM	4.7/13	3,050,000
15	E.R.	NBC	Thursday	10:00PM	4.6/14	2,990,000
16	The Apprentice (Wednesday)	NBC	Wednesday	8:00PM	4.6/13	2,950,000
17	The Bernie Mac Show	FOX	Sunday	8:30PM	4.5/12	2,910,000
18	C.S.I. Miami	CBS	Monday	10:00PM	4.1/11	2,620,000
19	Malcolm in the Middle	FOX	Sunday	9:00PM	3.9/10	2,510,000
20	Celebrity Mole Yucatan	ABC	Wednesday	10:00PM	3.9/11	2,510,000

Source: Nielsen, Rank Among All Primetime Programs; Premiere Week, 01/19-01/25/04.





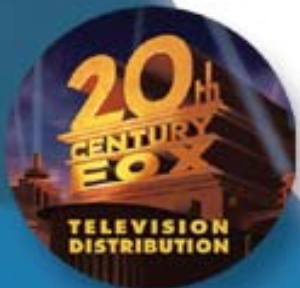
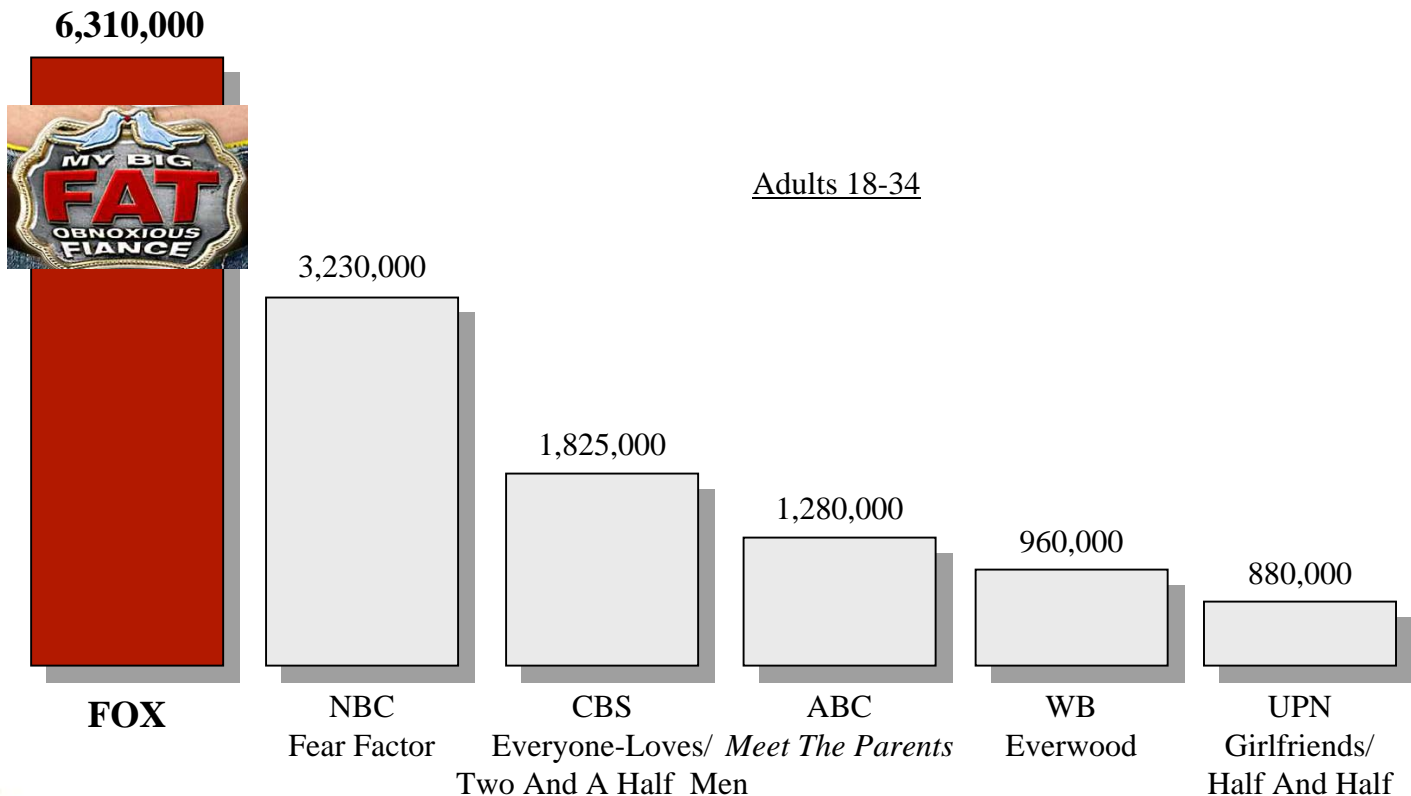
My Big Fat Obnoxious Fiancé - Reality

The Premiere and The Announcement



Easily #1 in its Time Period, Nearly Out-Performing ABC, CBS & NBC Combined

Monday 9-10PM
January 19, 2004



Source: Nielsen, Rank Among All Primetime Programs; Premiere Week, 01/19-01/25/04.



My Big Fat Obnoxious Fiancé - Reality

The Planning and The Chaos



Held Viewers and Built An Audience Leading Up To A Finale of 21 Million

Mondays 9-10PM

Total Viewership: Persons 2+

Premiere 01/19/04



19,650,000

Week 2

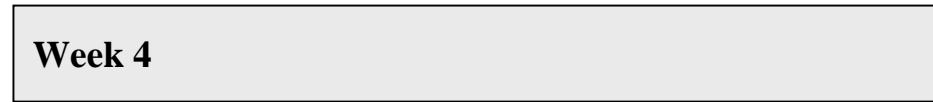


Week 3

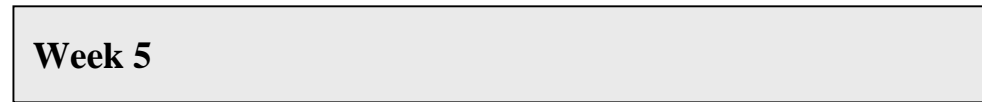


16,240,000

Week 4



Week 5

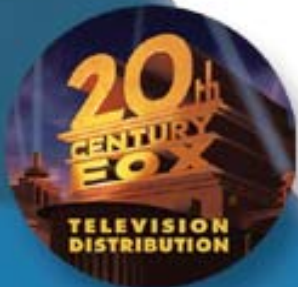


16,130,000

**Finale
02/23/04**



20,960,000





My Big Fat Obnoxious Fiancé - Reality

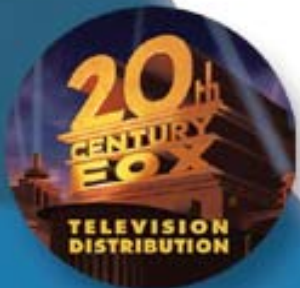
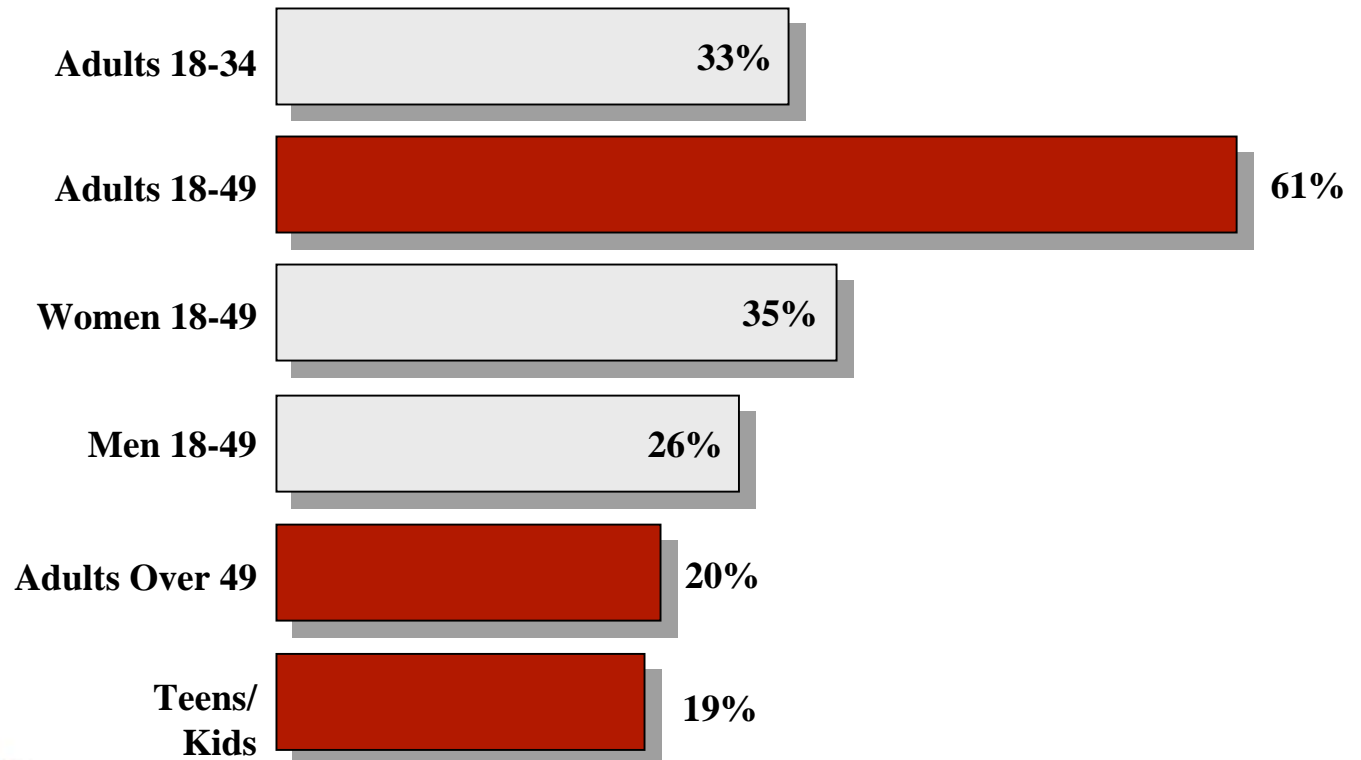
The Planning and The Chaos



Attracts A Balanced Audience, ..of Women & Men, ...and of All Ages

Mondays 9-10PM

Audience Composition: % of Viewers Who Are:





My Big Fat Obnoxious Fiancé - Reality

The Finale and The Wedding



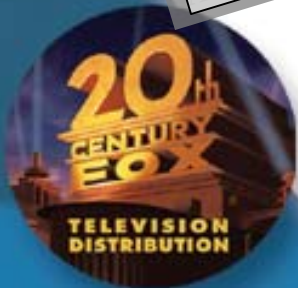
#1 Rated FOX Single Telecast of February Sweep, #3 of all Primetime

February Sweep-To-Date: Top 20 Single Telecasts

Adults 18-34
RTG/SHR

Rank	Program - Date	Network	Day	Time	RTG/SHR	Viewers
1	Friends – 02/19	NBC	Thursday	8:00PM	11.8/35	7,590,000
2	Friends – 02/12	NBC	Thursday	8:00PM	11.7/33	7,560,000
3	My Big Fat Obnoxious – 02/23	FOX	Monday	9:00PM	11.6/29	7,460,000
4	Friends 02/05	NBC	Thursday	8:00PM	11.4/32	7,320,000
5	American Idol – 02/24	FOX	Tuesday	8:00PM	10.9/31	7,050,000
6	American Idol – 02/10	FOX	Tuesday	8:00PM	10.8/31	6,970,000
7	E.R. - 02/19	NBC	Thursday	10:00PM	10.4/29	6,680,000
8	The Apprentice – 02/19	NBC	Thursday	9:00PM	10.2/27	6,560,000
9	American Idol – 02/11	FOX	Wednesday	8:30PM	10.1/30	6,520,000
10	E.R. – 02/12	NBC	Thursday	10:00PM	9.6/27	6,150,000
11	American Idol – 02/18	FOX	Wednesday	8:30PM	9.5/27	6,090,000
12	E.R. – 02/05	NBC	Thursday	10:00PM	9.4/26	6,040,000
13	The Apprentice – 02/05	NBC	Thursday	8:45PM	11.9/17	5,970,000
14	Will & Grace - 02/19	NBC	Thursday	8:30PM	9.3/26	5,960,000
15	The Apprentice – 02/12	NBC	Thursday	8:45PM	8.7/23	5,630,000
16	Fear Factor – 02/16	NBC	Monday	8:00PM	8.1/23	5,230,000
17	My Big Fat Obnoxious – 02/16	FOX	Monday	9:00PM	8.0/20	5,150,000
18	C.S.I. 02/05	CBS	Thursday	9:00PM	7.9/21	5,060,000
19	Fear Factor – 02/09	NBC	Monday	8:00PM	7.8/24	5,050,000
20	C.S.I. – 02/19	CBS	Thursday	9:00PM	7.6/20	4,920,000

Episode #5
Also in Top 20



My Big Fat Obnoxious Fiancé - Reality

Local Productions



France – TF1

- Averaged a 55 share among Adults 15-34
- Season finale delivered 8.9 million Viewers, with a peak of 10.3 million



Germany – SAT1

- Aired in a key primetime slot (Thursdays 20:15) and averaged 3 million Viewers, SAT1's 3rd highest-rated series
- Strong time slot performer amount Adults 14-49 and Women 14-49, ranking #2 versus all channels; #1 with Women 14-29



Italy – (Licensed)



The Netherlands -(Licensed)



Portugal – TV1

- Finale delivered an amazing 62 Share with Total Viewers
- Grew +55% over its run



Russia – DTV

- Encore programs on the weekend reached an additional 600,000 Viewers to the original airings



Turkey – Kanal D

- The concept was flipped to feature an obnoxious bride-to-be actress

