



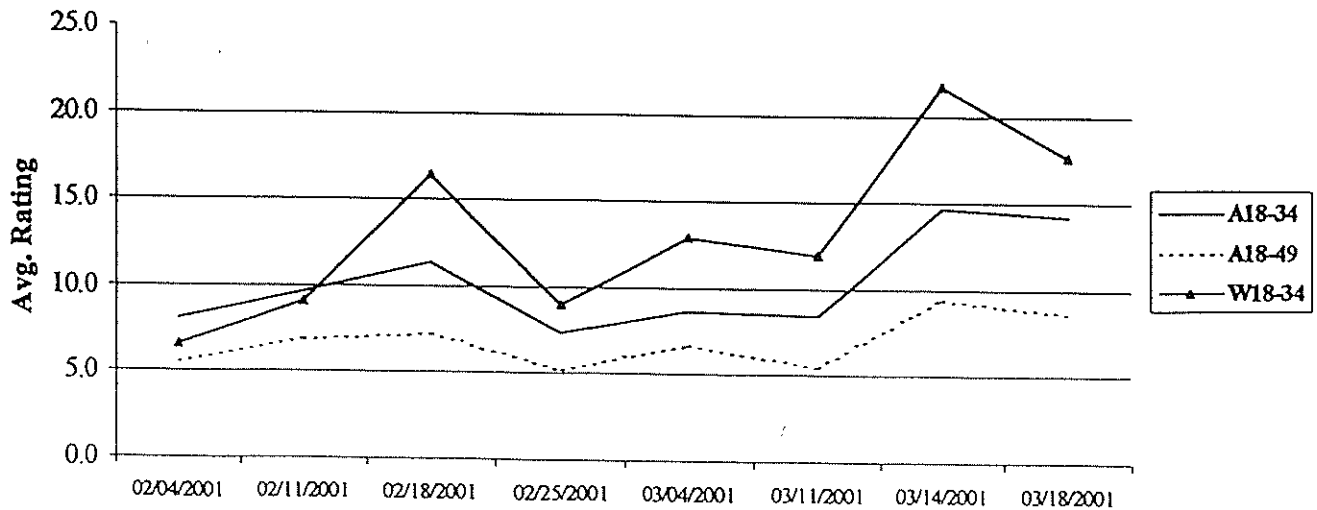
FOR IMMEDIATE RELEASE:

Popstars exceeds expectations

(TORONTO – Friday, March 23, 2001) The one-hour “reveal” episode of **Popstars** drew more than 635,000 viewers in Global Ontario.

The special episode, which aired March 18, generated a 9 rating among adults 18-49 in the Toronto/Hamilton market, according to Nielsen Media Research. Among women 18-34, the episode scored an impressive 18 rating. The hourlong special drew an estimated national audience of 1.3 million.

POPSTARS Season-To-Date Tracking
Toronto/Hamilton DMA



Popstars, which chronicles the selection and development of Canada's first all-girl supergroup, is the most watched Canadian program in Canada among adults & women 18-34.

The 13-part series, which was set to conclude May 6, will now feature three additional episodes. They will air May 13, May 20 and May 27.

"Global was confident in the show from the beginning," said Loren Mawhinney, Vice President of Canadian Production. "The performance of Popstars has exceeded our expectations."

"Popstars continues to break new ground," said Michael Geddes, President of Lone Eagle Entertainment Ltd. "It is a show that has definitely struck a chord with viewers. Canada is passionately hooked on Popstars."

Popstars chronicles the selection, creation and development of Canada's first all-girl supergroup. The primetime docu-soap, produced by Lone Eagle Entertainment Ltd. in association with Global Television, follows all the behind-the-scenes drama and excitement of the selection process, which culminates in a recording contract with Universal Music Canada.

Popstars airs Sundays on the Global Television Network.

Ontario/Quebec/British Columbia - 7pm

Manitoba/Saskatchewan - 6pm

Atlantic/Alberta - 8 pm

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