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***Popstars - The One* hits high note with viewers**

(TORONTO – Friday, January 10, 2003) The premiere of **Popstars - The One**, the third chapter in the country's hottest Canadian series, won its timeslot and garnered a 5.6 rating among adults 18-49 in the Toronto market, according to BBM People Meter Data. Among females 18-34, the premiere scored a 13.7 rating. In Vancouver, the episode earned a 7.3 rating.

The episode, which aired Thursday, January 9, drew 790,000 viewers (18-49) nationally, with a total 2+ audience of 1.1 million.

"Viewer response to the premiere episode of **Popstars - The One** proves the popular series has not lost its appeal," said Loren Mawhinney, Vice President of Canadian Production for Global Television. "Canadians want to see a success story that they can be a part of each week."

"For a third year in a row **Popstars** has launched with a bullet. This is proof that Canadians highly anticipate this series year after year. **Popstars - The One** is on track to maintain its status as the #1 rated Canadian non sports television series", said Michael Geddes, Executive Producer and President of Lone Eagle Entertainment Ltd.

Produced in association with Global Television by Lone Eagle Entertainment, **Popstars - The One** sets out in search of a solo singing sensation. From more than 7,000 auditioners, 45 finalists will be selected from across the country to compete in the infamous *Popstars* bootcamp in Toronto. As the aspiring singers are cut to 12 and then seven, the television audience will have the final say as viewers cast their votes by telephone for their favourite performer. The winner will be announced before a live studio audience in a climactic one-hour season finale.

Popstars - The One airs Thursday nights on the Global Television Network:

Ontario/Quebec/British Columbia – 8:30pm
Maritimes/Alberta – 9:30pm
Manitoba/Saskatchewan – 7:30pm

NOTE: *Popstars - The One* will move to Sunday nights effective February 16.
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