

# HOLMES THE GROUP

---

March.13.2008

## Sponsor Update—Lien on Me

Thanks to the support of our vendor partners, sponsors, contractors and suppliers, the 2-hour special of Lien on Me was a tremendous success. The show set a new ratings record for HGTV, drawing 40% more viewers the network's highest-rated program ever to date. The total number of viewers of Lien on Me on February 29 is over 650,000 (BBM Nielsen Media Research).

Web traffic to holmesonhomes.com increased dramatically, and continues to hold steady. The new Lien on Me microsite received a total of 22,230 page views, with visitors coming from around the world. Visitors to the site spent an average of 9:26 minutes onsite—more than double the previous average holmesonhomes.com time of 4:30 minutes onsite.

Media coverage before event reached millions of viewers and helped raise viewership and ratings for the Lien on Me special.

A live online discussion with Mike in the Globe and Mail on February 26 received 4000 unique hits, and 11,000 page views. In addition, Mike appeared on Cityline (national) with Marilyn Dennis, CBC The Hour with George Strombolopolous, Canada AM—Live on Feb 28 (national), also a segment ran every day in that week, Q107 morning show with Derringer and he co-hosted ET Canada with Cheryl Hickey on February 27.

The Globe and Mail had a prominent 2-page feature about Lien on Me, titled "The House that Mike Built" on Feb. 22, and TV Guide had a feature interview on Feb. 27

Promotional eblasts and newsletters were sent out nationally by The Holmes Group, Harper Collins and HGTV Canada.

Mike's media presence has continued to grow. Lien on Me sponsors have benefited from that, and will continue to benefit from the further growth we anticipate. Mike has been highly visible in all media in Canada and the US. He has done many national, regional and local radio interviews promoting new projects, the Mike Holmes Make it Right 2008 Calendar, The Holmes Foundation, his many public appearances, the release of his book and the Holmes on Homes™.

Mike made several successful appearances on CBC Fortune Hunters, The Steven and Chris Show, The Ellen DeGeneres Show, ET Canada, ETalk, Canada AM, CBC Marketplace, abc news 20/0 and Handyman Superstar Challenge II. Mike's commercials for Nescafe Rich continue to promote his brand identity as Canada's Most Trusted Contractor.

---

---

Mike also made a guest appearance in Regina at the Canadian Country Music Awards, which was televised live on CBC and repeated on CMT.

Mike appeared in Ottawa at the launch of CMHC's Envirohome as well as at the Skills Canada Nationals in Saskatoon. He spoke at several conferences over year, including the Home Depot Installers Conference, Maple Leaf's Six Sigma conference, Reno-Connect and the OPSOA (Ontario Public School Officials Association) conference.

Make it Right, Mike's weekly newspaper column in the Globe and Mail's Real Estate section, reaches a readership of 574,000, in addition to those who read online from across North America.

Website traffic to holmesonhomes.com increased exponentially in the past year (February 28 '07 to February 29 '08). Mike's website [www.holmesonhomes.com](http://www.holmesonhomes.com) had a total of 630,885 visits (70.24% new, 29.76% returning) with 3,014,912 pageviews—with visitor traffic coming from over 151 countries in the world.

The Mike Holmes Fan Forum now has 21,109 registered members—an increase of over 200% since last year's 8,571 active members—with a total of 104,717 articles posted.

Lien on Me was a challenging project, but a very rewarding one, and we are very proud of the finished house, and grateful to have been able to help a family return to their home.

Thank you for your support of Lien on Me, Holmes on Homes™ and The Holmes Foundation.

---