



THE CW ANNOUNCES EARLY PICKUPS FOR FIVE SERIES

Freshman Hit “The Vampire Diaries,” “Gossip Girl,” “90210,” “Supernatural” and “America’s Next Top Model” To Return Next Season

February 16, 2010 (Burbank, California) — The CW Network has given early pickups to five series for next season, including four signature dramas and the reality hit **AMERICA’S NEXT TOP MODEL**. All five shows will return in Fall 2010.

The series receiving early renewals include this season’s breakout hit **THE VAMPIRE DIARIES**, The CW’s most-watched show (4.6 million viewers) and the network’s number one show among adults 18-34 (2.5/8). **THE VAMPIRE DIARIES** premiere generated the largest audience in network history for a series debut (5.7 million total viewers). **THE VAMPIRE DIARIES** has improved The CW’s performance Thursday at 8:00 p.m. by 114% among women 18-34 this season. The network also renewed fan favorite **SUPERNATURAL**, which will enter its sixth season next year. **SUPERNATURAL** has one of the most loyal audiences of any show on television and does heroic work in a perennially tough time period. It has improved over last season among women and adults 18-34 (29% and 8%, respectively) this season, a remarkable accomplishment for a fifth-year show.

Also given early pickups for next season are The CW’s Monday night sensation **GOSSIP GIRL**, which is The CW’s number one show among its target demographic of women 18-34, and Tuesday’s trend-setting drama, **90210**, which sees some of TV’s largest percent increases from DVR playback, nearly doubling its women 18-34 live-only ratings once live+7 data is included. Wednesday anchor **AMERICA’S NEXT TOP MODEL** will also be back for cycles 15 and 16 with superstar Tyra Banks and new groups of aspiring models. **TOP MODEL** continues to rank second in the competitive Wednesday 8:00 p.m. hour among young women 18-34 (3.4/10).