

The Cooking Lady

Southern Cooking • Healthy Focus • Simple Recipes • Lovable Host



NOW AIRING

Healthy

While other Southern cooks focus on butter and Crisco, we turn to E.V.O.O. (extra virgin olive oil). Obesity rates in America have levelled off which indicates we're turning a corner toward being more health conscious. We believe Southern food can be delicious and healthy.

Southern

Ann Hollowell is a Southern lady whose neighborly style comes from a life spent in the South. The show's authentic, high quality look comes from being shot on location in Greenville, MS, in full 1080p high definition.

Proven

With three seasons on the air, 'The Cooking Lady' returns for season four with a successful track record of ratings growth and sales.

UPWARD RATINGS GROWTH*

WOMEN 25 - 54

NOV. '10	2.1
JULY '10	0.9
MAY '10	0.5

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*Ratings based on 2010 clearance of Greenville, MS



Ann Hollowell

A Southern cook with the style of Meryl Streep, the personality of Dolly Parton and the kitchen skills of Ina Garten, Ann Hollowell spends 30-minutes once a week cooking simple, healthy Southern food. 'The Cooking Lady' films on location in Ann's kitchen, which is the size of most people's living rooms. She loves to cook for herself, for her friends and she loves to involve people in the process. More than her friendly culinary style, Ann has a rich history of good taste. Born and raised in Southern Louisiana, she's lived in Dallas, Jackson and now calls the Mississippi Delta home. No matter where she has lived, Ann has always embraced the joy of cooking with her unique approach she calls "Experimentation."

Targeted Sales

In the three seasons Ann Hollowell has been on the air she has consistently doubled her ratings in every quarter. In the key demographic of women 25-54, Ann's show delivered a solid 2.1 rating and the trend is upward. Advertisers recognize the opportunity to reach a targeted audience, with a great deal of purchasing power, and her show is regularly sold out. Stations use 'The Cooking Lady' as an opportunity to reach several sales categories:

- Restaurants
- Grocery Stores
- Health Care
- Home Improvement
- Insurance
- Car Dealers

Weekly Deal Points

- Barter only, half-hour program
- Designed to air on weekend mornings and/or weekend access
- Commercial inventory split evenly with 3:30 for the station to fill
- Program total running time of 28:30
- Delivered weekly in high & standard definition via DG Pathfire
- Rebroadcast rights on digital sub-channels that are station favorable

To watch episodes and learn more, visit us online: www.thecookinglady.tv

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