

December 5, 2000

SCI FI CHANNEL
****DOUBLES****
ITS ALL-TIME VIEWERSHIP RECORD
FOR 1ST NIGHT OF 'DUNE'

SCI FI Channel has racked up a stunning 4.6 rating (3,062,000 HHs)* for the first night of its epic original miniseries, *Frank Herbert's Dune*. **The Sunday, December 3 premiere virtually doubles all previous viewership records for the Channel,**** and places Part I of the miniseries in the top 10 of all original cable film telecasts this year, and makes it the most-watched program in the history of the Channel.

The 6-hour special effects-laden miniseries, which will continue airing tonight and tomorrow, was supported by an aggressive and innovative advertising and promotion campaign that marks the Channel's largest marketing effort to date.

In the past two years, SCI FI has made an unprecedented commitment to ramping up its original programming, and produced hits like *Farscape*, *The Invisible Man* and the cult favorite *Lexx*. In January 2001, SCI FI will launch a second night of original dramatic series. Combined with its other series (*The Outer Limits*, *Crossing Over with John Edward*, and *Exposure*), SCI FI will be the home to over ten hours of original programming weekly — and the largest provider of original scripted series in primetime on cable. Upcoming SCI FI miniseries include the 20-hour epic *Taken* from Steven Spielberg and Dreamworks, and a script order to adapt a *Dune* sequel from *Frank Herbert's Dune* writer/director John Harrison.

SCI FI Channel, owned and operated by USA Cable, a division of USA Networks, Inc.'s (NASDAQ: USAI) Entertainment unit, transmits fantastic images to over 66 million human homes. Launched in 1992, SCI FI features a continuous stream of cinematic hits, new and original series, and special events, as well as classic sci-fi, fantasy, and horror programming. Check out SCIFI.COM, the SCI FI Channel's award-winning Web site, at www.scifi.com.

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Contact: **Kat Stein** 212-413-5890 kstein@usanetworks.com

* Source: Nielsen TV National People Meter Installed Sample, Sunday December 3, 9-11PM ET. Ranking in the top-ten of all original cable movies this year. Highest-rated original program in the history of the channel.

***Invisible Man* garnered a 2.4 (1,534,000 HHs); Nielsen Galaxy Explorer, Friday 6/9/00, 8-10PM