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Friday, 09/07/07

'DALE' most-watched show in CMT history

Film on life of Dale Earnhardt most watched among cable's total viewers and 18-49 demographic

DALE, an original CMT film about the life of Dale Earnhardt that debuted on the country music station this week, was the most watched telecast in the network's history. With more than 3.1 million viewers, *DALE* was the most-watched cable telecast among total viewers and among the coveted 18- to 49-year-old demographic.

Produced by NASCAR Images and CMT Films, *DALE*, which was narrated by Paul Newman, is the only authorized film about the late NASCAR driver Dale Earnhardt. The movie includes race footage, outtakes, never-before-seen family home videos and interviews with Earnhardt's family, fellow drivers and fans.

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