



New Brunswick Tourism and Parks Launches On Demand Television Advertising Campaign with etc.tv

Montréal – May 7, 2008 – New Brunswick Tourism and Parks is the latest advertiser to employ etc.tv Advertising on Demand solution to link television viewers directly from linear 30 second commercials to long form video content, on demand.

The campaign, which runs from April to June, was conceived and developed in partnership with the creative agency LG2, New Brunswick Tourism and Parks and supported by the media agency CARAT. Using etc.tv's telescopic advertising solution, New Brunswick Tourism and Parks' 30-second ads will link viewers to a comprehensive eleven-minute video expanding on the province's numerous vacation attractions.

"New Brunswick offers some of Canada's most beautiful beaches, the warmest salt-water beaches north of Virginia, stunning vistas, the World's Highest Tides, a vibrant Acadian culture and many other wonderful attractions for vacationers to discover," said **Natalie Wiggins** with **New Brunswick Tourism and Parks**. "The etc.tv solution allows us to reach consumers that have an interest in our destination, to connect directly with people planning a vacation. With the power of video, they can experience a bit of what they can expect by vacationing in New Brunswick."

etc.tv's end to end advanced television advertising management system leverages the on demand infrastructures of digital television providers to allow interested viewers - through a single click of their digital TV remote - to link from network TV commercials to long-form TV ads of any length. Viewers can opt in to watch the long-form content immediately, or bookmark it for future viewing. etc.tv manages all aspects of campaign set up and provides near-real time tracking of campaign performance to its customers.

"Advertisers find etc.tv's "pay per view" model very attractive. We know that when the new Brunswick Tourism and Parks long form video is viewed in a household, it has been specifically requested by an interested viewer." stated **Ian MacLean, Vice President & General Manager** of etc.tv. "It is a very cost-effective method of connecting directly with, and paying only for, an extended conversation with "hand-raisers"; consumers who elect to watch the long form video because they are interested in the brand's story."



The etc.tv telescopic advertising on demand service is provisioned to over one million digital set top terminals throughout Quebec reaching over 1.9 million consumers.

ABOUT New Brunswick Tourism and Parks

New Brunswick Tourism and Parks' mission is to stimulate tourism in its province through various media and advertising. Since consumers are increasingly difficult to reach, New Brunswick Tourism and Parks is open to integrating non-traditional media such as etc.tv, into its more traditional media strategy in order to enhance the efficiency of its media plan.

The province has been advertising in Quebec – one of its primary markets – for more than 10 years, communicating the USP *The warm water is in New Brunswick*. Besides warm salt-water beaches, there is a lot to see and do in the province, and New Brunswick Tourism and Parks feel that demonstrating it on etc.tv will certainly appeal to travelers.

Natalie Wiggins

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**ABOUT etc.tv**

etc.tv is North America's premier telescopic advertising services provider. Its ads – on – demand network is a solution which enables television viewers to opt in to access long form advertising linked to traditional – length broadcast network television ads. The etc.tv business model meets the needs of all the legacy stakeholders in the advertising ecosystem, including the consumer, the advertisers, their agencies, national broadcasters and their rep houses, as well as cable operators. The solution is currently deployed in Canada with several major brands. etc.tv has plans to expand its service throughout Canada, and in the U.S, through 2008.

For more information please visit www.etc.tv or contact:

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