



ETC.TV ADVERTISING ON DEMAND NETWORK NAMES DENNY WILKINSON CEO

MEDIA INDUSTRY VETERAN TAKES HELM OF ADVANCED ADVERTISING SERVICES PROVIDER TO SPEARHEAD ETC.TV US MARKET ENTRY

New York, January 22, 2008 - Mark Sherman, Founder of etc.tv Inc. confirmed today the appointment of **Denny Wilkinson** as **CEO of etc.tv Inc.**

A highly regarded and widely respected executive with extensive advertising and advanced television expertise, Wilkinson will lead etc.tv's North American operations from the company's New York offices.

etc.tv has been providing advanced Television advertising services to major North American advertisers such as **General Motors, Ford Motors, Proctor & Gamble, Unilever, Molson, Sony Pictures** and **The National Bank of Canada** since launching their telescopic advertising service in April of 2006. etc.tv's service is currently available to over 1.8 million digital television subscribers in Canada.

"Denny brings a truly remarkable wealth of expertise to our organization gained over more than 25 years of extensive experience in the advertising agency, content, distribution and technology sectors." stated Mark Sherman. "Denny, having consistently demonstrated strong vision and leadership throughout his career, is uniquely qualified to lead etc.tv in its entry into the US advanced television advertising market. We are very excited to work with Denny as he spearheads our entry into the advanced television advertising industry in the US."

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 at that moment, or bookmark it for future access.

"I am excited to be part of etc.tv", commented Mr. Wilkinson. "They have created the first commercially viable interactive telescopic advertising service which is now ready for expansion throughout North America".

ABOUT etc.tv

etc.tv is the 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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