



etc.tv Advertising on Demand Network to be offered on RDS
Global First Makes Telescopic Functionality Available on
High-Definition Signal

Montréal – June 17, 2008 - etc.tv, The Advertising On Demand Network, and Le Réseau des Sports, Quebec’s premiere sports specialty network, announced jointly in Montréal today that RDS will enable its commercial inventory on both its standard digital and High Definition signals, with the etc.tv telescopic advertising solution effective September 1, 2008.

“RDS stands for televised sporting events in Quebec and their remarkable ratings increases of late reflect the credibility that their passionate audience places in their programming. “ stated **Ian MacLean** Vice-President and General Manager of etc.tv. “Adding the important audience share that RDS commands to the etc.tv Advertising on Demand network significantly expands, and is a powerful compliment to, our existing Québec footprint. We are also very proud to be associated with RDS in a global first: the enabling of a High Definition network with telescopic advertising functionality.”

In his statement, **Michel Gagnon**, Vice President of Sales and Marketing with RDS said: “Consumers continue to hunger for additional information on products and services that interest them. etc.tv’s telescopic service gives the RDS audience the ability to drill deeper into content that they want, while providing our clients with the ability to connect directly with interested consumers on a pay per view basis. We look forward to satisfying the demand of our advertisers by offering them this breakthrough advertising solution on both our standard digital and High-Definition services.”

About RDS

Le Réseau des Sports (RDS), a division of CTVglobemedia, is the world’s only French-language all-sports network. Since its launch in 1989, RDS has been offering one of the largest selections of sports programming in the world, airing exclusive coverage of the Montreal Canadiens, NHL hockey including the playoffs and Stanley Cup Final, CFL and NFL football (including the Grey Cup and Super Bowl), Formula One, NASCAR, Champ

Car, the World Series of baseball, PGA golf including all four majors, all major tennis tournaments, UEFA Champions League soccer and UEFA Euro and, of course, the Olympic Games. As well, with the 2004 launch of the digital station RIS Info-Sports, viewers now have access to round-the-clock sports coverage, seven days a week. Finally, the RDS.ca site has become the unrivalled leader in sports in French on the web, with over one million visitors monthly. On October 3, 2007, RDS launched a high definition channel called RDS HD, which is the only channel to broadcast all games of the NHL's Montreal Canadiens in HD. It offers 24/7 HD programming and more than 20 hours of original content in HD every week and about 1,000 hours of original HD programming in the first year. RDS programming and news content is also available on Canada's leading online network at www.RDS.ca.

About etc.tv

etc.tv is North America's premier telescopic advertising services provider. Its ads – on – demand network is the world's first solution which enables television viewers to opt in to link directly to long form advertising content from traditional – length 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 networks and their rep houses, as well as digital television distributors. etc.tv is rapidly becoming a platform of choice for major television advertisers across several product categories including automotive, packaged goods, tourism, entertainment, financial services and others. The etc.tv functionality is available to more than 1.9 million consumers across the province of Quebec. etc.tv continues with its plans to expand its service throughout Canada, and in the U.S, through 2008.

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