

## MEDIA ALERT



### 250,000 attendees confirm runaway success of **SALSA ON ST. CLAIR STREET FESTIVAL!**

*Yahoo! Canada launches post event Salsa on St. Clair video page  
Festival revelers strut their dance moves and Canadians are invited to  
rate them in Salsa "Hot or Not" campaign!*

**Wednesday, July 18, 2007 (TORONTO, ON)** - Fast-becoming one of Toronto's premier festivals, more than a quarter million fans of Latin music and culture set St. Clair Ave on fire this weekend as they packed the 3<sup>rd</sup> annual Salsa on St. Clair Street Festival.

Yahoo! Canada invites everyone that was shakin' it at the Salsa on St. Clair to upload videos of their best moves and check out the competition recorded at Yahoo!'s onsite booth LIVE from the festival on their dedicated Salsa on St. Clair video page as they launch their Salsa "Hot of Not" campaign.

Yahoo! Canada enriched the total Salsa experience at this year's event by providing an online extension for the sizzling action from the streets of Salsa on St. Clair. The dedicated Salsa on St. Clair video page on Yahoo! Canada will be live throughout the summer to capture event footage from participants. The highest rated videos will also be broadcast on TLN Television and showcased on tlntv.com throughout the months of July and August.

**Log on to Yahoo! Canada video and rate the moves as Salsa "Hot" or "Not"**  
**<http://ca.promos2.yahoo.com/salsavideo/>**

**Check out Salsa on St. Clair festival highlights on tlntv.com**  
**<http://www.tlntv.com/SalsaSunLive.aspx>**

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#### **About TLN Television**

TLN Television offers a variety of domestic and international programming in Italian, Spanish and English. TLN can be seen by up to 10 million Canadians on cable and satellite from coast to coast. TLN is majority owned by Corus Entertainment, a leading Canadian media company. Other shareholders of TLN include prominent members of the Italian Canadian business community.

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