



FOR IMMEDIATE RELEASE:

TLN'S *SUPER SOCCER SUNDAY* KICKS OFF THIS WEEKEND WITH THE LAUNCH OF *2007/2008 SERIE A SEASON*

3 games every Sunday featuring the world's biggest soccer stars all on TLN Television: Where Soccer Matters!

(Toronto, Canada) Tuesday, August 21, 2007 – TLN Television, home of the best international soccer, kicks off its 2007/2008 soccer season with the return of Italian Championship Soccer, "Serie A", widely considered the world's most competitive league, this **Sunday August 26**.

9am/et	Juventus vs. Livorno	Stadio Olimpico, Torino
11am/et	Genoa vs. Milan	Stadio Ferraris, Genoa
LIVE 2:30pm/et	Palermo vs. Roma	Stadio Barbera, Palermo

TLN will continue its extensive coverage of Italian soccer through to 2010 featuring **three matches every Sunday at 9am, 11am and 2:30pm**. This season, watch for the return to Serie A of Juventus, one of the world's most celebrated clubs, and Napoli.

TLN complements its Serie A coverage with **studio commentary and analysis** from esteemed Canadian sportscaster **Alf De Blasis** and TLN's Soccer Diva **Gina Bucci**, plus an all **NEW weekly Sunday morning preview show at 8:30am** and the **NEW Sunday night sports talk show, *TLN Soccer Fanatics* at 7:30pm**.

With the re-launch of tlntv.com, TLN will also be expanding its on-line soccer community with the addition of real-time scores, a Serie A Soccer Pool, game schedules, upcoming tournament and event information, blogs with TLN soccer personalities, interactive games, video streaming of weekly on-line segments exclusive to the web including Fanatics Extra Time, and the expansion of the free weekly Soccer Newsletter, TLN Goal Post.

TLN furthers its commitment to world class nation cup tournaments as the exclusive co-broadcaster of top FIFA international soccer tournaments through to 2014, including the Women's World Cup 2007 from China in September and the FIFA Beach Soccer World Cup 2007 from Rio de Janeiro, Brazil in November, uniting all Canadian fans with a passion for soccer!

With a schedule of 200 plus games reaching millions of fans from coast to coast, this season, TLN will show more soccer games to more Canadians than any other broadcaster.

Don't miss the best games and the world's biggest soccer stars all on TLN Television: Where Soccer Matters!

For further information, check out our website at www.tlntv.com.

About TLN

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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