



**FOR IMMEDIATE RELEASE:**

**TLN TELEVISION LOCKS UP RIGHTS  
TO ALL ITALIAN “SERIE A” LEAGUE MATCHES  
THROUGH 2010**

**Exclusive Deal includes AC Milan Channel TV content  
Viewers can expect 1,000+ annual hours of TLN soccer**

*(Toronto, Canada) Wednesday, April 25, 2007* - TLN Television, longtime broadcaster of the world’s top nation and club matches, has secured exclusive Canadian television and related rights in all top tier Italian Championship Soccer for the next 3 seasons. Exclusive rights include both Canadian official languages and various third languages.

TLN’s rights deal for Italy’s world-renowned professional soccer league, the “*Serie A*”, ensures TLN will be home to international powerhouses AC Milan, Juventus, Inter Milan and AS Roma.

TLN’s coverage of “*Serie A*” will feature multiple live and first run matches each weekend, plus mid-week matches when scheduled. TLN will also air a dedicated “*Serie A*” highlights show as well as premium English language weekly program blocks from the AC Milan TV Channel. On-air commentators, and the complete telecast schedule, will be announced at a later date.

The rights were acquired from Media Partners & Silva, the international sports agency that has consolidated all Italian “*Serie A*” individual team rights and distributes those worldwide.

"We are proud to be bringing fans across the country the passion and glory of top-flight Italian soccer," said Aldo Di Felice, president of Telelatino Network Inc. "This new deal for the Italian “*Serie A*”, coupled with our existing Copa America, European Champions League, select international qualifiers and of course our recent multi-year, multi-platform FIFA World Cup rights deal, combine to reaffirm TLN Television’s position as the preeminent promoter of top level international soccer in Canada. International soccer will have an even more dominant presence on TLN starting in June as it offers more than 1,000 total new programming hours each year of live and first run matches, highlights, commentary and specials.

"We are delighted to establish our partnership with the TLN Telelatino group which has devoted itself for over two decades to extend the visibility of the Italian “*Serie A*” and is undoubtedly Canada’s premier world class soccer destination," said Riccardo Silva, president of Media Partners & Silva. "We strongly feel that this new partnership will increase the Canadian popularity of the Italian game, as well as reaffirm TLN Television’s unmatched offering of world-class soccer."

This Spring and Summer, TLN will televise more soccer games to more Canadians than any other broadcaster, allowing viewers to enjoy hundreds of hours of World Class soccer matches from around the globe including not only the final match weeks of this season's *Italian "Serie A"* (Italy), but also final rounds coverage of the UEFA European Champions League culminating May 23rd in Athens, Greece, *the FIFA Men's U-20 World Cup* (Victoria, Burnaby, Edmonton, Montreal, Ottawa and Toronto-Canada), the *FIFA Women's World Cup* (China), the *FIFA Men's U-17 World Cup* (Korea) and exclusive coverage of the *Copa America 2007* (Venezuela).

As part of the relaunch of [tlntv.com](http://tlntv.com), TLN will also be expanding its on-line soccer community with the addition of real-time scores, game schedules, upcoming tournament and event information, blogs with TLN soccer personalities, interactive games, and video streaming of weekly on-line segments exclusive to the web including "Fanatics Extra Time", giving viewers the opportunity to voice their opinion on the Italian Soccer Fanatics blog and the expansion of the free weekly Soccer Newsletter, "TLN Goal Post".

#### **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. For further information, see [www.tlntv.com](http://www.tlntv.com).

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