

MEDIA ALERT



TLN Television's Helmet Cam helps kick start Heart & Stroke Foundation CEO Rocco Rossi's 22 day cycling trek via online Ride Yonge/Stay Young Video Diary on tlntv.com

(Toronto, Canada) Wednesday, May 16, 2007 TLN Television, Canada's Latino Superstation is a proud supporter of the Heart & Stroke Foundation's *Ride Yonge / Stay Young* campaign as HSFO CEO Rocco Rossi sports the TLN Helmet Cam to produce a daily video diary of his 22-day bike trek along Canada's longest street. Check out TLN Helmet Cam video highlights on tlntv.com as Rossi is submitting daily video recaps of his courageous journey.

Mr. Rossi began in Rainy River last week and is scheduled to finish up in Toronto on May 31, biking an average of 100 kilometres per day on some of Northern Ontario's most beautiful yet difficult terrain to raise \$300,000 and awareness of the Heart & Stroke Chase McEachern Tribute Fund in support of AEDs (Automated External Cardiac Defibrillators) and the Becel Heart & Stroke Ride for Heart - Canada's largest one day cycling fundraiser.

Log on to tlntv.com for access to TLN's *Ride Yonge/Stay Young Video Diary and Rocco Rossi's blog*.

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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