

FOR IMMEDIATE RELEASE:



TLN Television and Infront Advanced Media Solutions Announce a Web Co-branding Alliance for Italian Championship Soccer

OCTOBER 26, 2007 (TORONTO, CANADA AND MILANO, ITALY) - A multi-year co-branding web alliance was announced today between TLN Television (Telelatino), broadcaster of Italian Serie A soccer since 1984, and SerieA.tv, the dedicated broadband channel for Italy's Serie A. SerieA.tv is produced and managed by Infront Advanced Media Solutions, a division of the Swiss-based sports marketing company Infront Sports & Media, in cooperation with the MP & Silva agency, the league's media distribution partner.

As a result of this arrangement, Canadian visitors to www.tlntv.com will have access to all SerieA.TV web news, statistics and video content in a cobranded TLN - SerieA.tv web environment. In addition, online subscribers can access on a VOD and PPV basis, all Serie A matches not otherwise available on Canadian television.

TLN President Aldo Di Felice welcomed the broadband expansion of TLN's Serie A coverage saying: "SerieA.tv 's newly launched online content offering is deep and impressive and we intend to ensure SerieA.tv becomes a reference point for Italian soccer fanatics in Canada. Real time scores, standings, predictions, previews, wrap-ups and mid-week developments, plus unique pay-per-view matches will all be there for our television viewers to enjoy."

Maurizio Barbieri, Director of Infront Advanced Media Solutions, commented on the agreement: "We are very happy that SerieA.tv now completes TLN's offer, being accessible to soccer fans in Canada 24 hours a day and 7 days a week. Through the agreement we will bring one of the most exciting national soccer leagues to the online consumer in this important market. Canadian fans of Italian soccer will appreciate the comprehensive service."

Effective immediately, log on to www.tlntv.com and access the full SerieA.tv online content offering.

About TLN Television

TLN Television, Canada's Latino Superstation offers a variety of domestic and international programming in Italian, Spanish and English and can be seen by up to 10 million Canadians on cable and satellite from coast to coast. As Canada's leading Hispanic and Italian media source, TLN offers a variety of domestic and international programming including daily news reports from Italy and Latin America, international sports, music and fashion coverage, award-winning novelas, variety shows and feature films and series. TLN is majority owned by Corus

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Entertainment, a leading Canadian media company. Other shareholders of TLN include prominent members of the Italian Canadian business community.

About Infront Advanced Media Solutions

Infront Advanced Media Solutions is Infront's dedicated competence centre for the distribution of new media sports rights. This division complements the group's innovative service offerings and helps sport to exploit existing media rights more effectively to a highly targeted viewing audience. A one-stop-shop for producing, delivering, protecting and billing new media content, it lets clients expose their events globally. The company produces a variety of new media services for more than 100 clients worldwide, including the official FIS Ski World Cup magazine programme, SerieA.tv, Euroleague.tv and Snowtime Channel (www.snowtime.com), a branded block of programmes and footage dedicated to winter sports. The production and postproduction facilities are located in Milan, Italy.



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