

FOR IMMEDIATE RELEASE



**TLN Television partners with
Lastman's Bad Boy & The Toronto Star
to give viewers the Star treatment in Orlando!**

**“SPOT THE STARS ON TLN”
WATCH & WIN CONTEST**

Tuesday, January 8, 2008 (TORONTO, ON) - Talk about a perfect hit! After the immense success of 2007 “Spot the Sopranos” Watch and Win contest on TLN Television, Lastman's Bad Boy & The Toronto Star have partnered with the toughest guys on TV to launch the “*Spot the Stars on TLN*” Watch and Win Contest.

The 4 week contest runs until February 1, urging TV viewers to “Spot the Soprano Star”, as a different featured character from the series will appear in a lower third video insert nightly during the broadcast of *The Sopranos* at 10pm/et on TLN Television. To enter the contest, viewers must watch *The Sopranos* on TLN, fill out a ballot that will appear daily in the Toronto Star or on thestar.com/badboy with the “Soprano character of the day” and take it to one of the seven Lastman's Bad Boy locations.

The contest will be promoted on multiple fronts including: 10-second billboards and 30-second commercial spots on TLN Television, select TV stations in the GTA market, a contest microsite linked to TLN Television, Lastman's Bad Boy, and The Toronto Star, daily ads and teaser ads in the Toronto Star newspaper, box card displays on select Toronto Star newspaper boxes throughout the GTA, weekly notices in TLN's eNewsletter, and at Lastman's Bad Boy locations.

Lastman's Bad Boy is targeting the growing number of viewers tuning in to watch *The Sopranos* on TLN Television - the only broadcaster in Canada that continues to strip original episodes of the series every weeknight. TLN wrapped up 2007 and kicked off the New Year with a bang having reached over 1 million viewers for *The Sopranos* over the past month.* On the heels of this hit, Tony and the entire family are ready to once again deliver the goods!

**Watch *The Sopranos* on TLN weeknights at 10pm/et for your chance to win!
Who's better than Spot the Stars on TLN? *Noobody!***

*(NMR, 2007/12/03-2008/01/06, 10p-11p, ranked on A2+)

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TELELATINO NETWORK INC.
TORONTO • MONTREAL

TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401



About TLN

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

For further information, please contact:

Bruna Aloe, Manager, Marketing & PR

TLN Television Network

Phone: 416.744.5745

Email: bruna@tlntv.com

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TORONTO 5125 Steeles Avenue West Toronto, Ontario M9L 1R5 Telephone 416•744•8200 Fax 416•744•0966 Toll Free 1•800•551•8401