

FOR IMMEDIATE RELEASE



PAVAROTTI FOREVER

SUNDAY OCTOBER 12 AT 5PM/ET

TLN Television pays homage to the legendary Maestro in honour of what would have been his 73rd birthday with the launch of the *Pavarotti Forever* multimedia campaign featuring; an online *Pavarotti Forever* tribute section and a best of “*Pavarotti and Friends*” special featuring music industry’s elite.

October 3, 2008 (TORONTO, ON) - Paying homage to one of the world’s greatest tenors, TLN Television today announced the launch of its multimedia *Pavarotti Forever* campaign. The tribute in honour of what would have been Luciano Pavarotti’s 73rd birthday features an online video gallery, a tribute blog, a *Luciano Lovers* limited edition newsletter and a two hour birthday tribute special featuring music industry’s elite on Sunday October 12 at 5pm/et.

TLN’s online *Pavarotti Forever* tribute section showcases a video gallery of many of Pavarotti’s most famous duets featuring Bono, Brian Adams, Céline Dion, Bon Jovi and many more. TLN will also launch a *Pavarotti Forever* tribute wall where fans can post their most memorable Pavarotti moments in honour of the legend that touched so many hearts around the globe with his music and a limited edition *Luciano Lovers* newsletter, giving fans their weekly Pavarotti fix with video clips and Pavarotti facts.

PAVAROTTI FOREVER: THE BEST OF “PAVAROTTI AND FRIENDS”

Sunday October 12 at 5pm/et

2 hour special presentation

English Language

TLN is your front row ticket to one of music’s greatest contributors in the 2 hour *Pavarotti Forever* birthday tribute special featuring the best of “Pavarotti & Friends”. TLN gives Pavarotti lovers insight into the man behind the legend all alongside an all-star lineup including performances by Elton John, Eric Clapton, Stevie Wonder, Enrique Iglesias, George Michael, Liza Minelli, Eros Ramazzotti, the Spice Girls and many more.

Log on to TLNTV.COM to experience PAVAROTTI FOREVER!

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About TLN

TLN Television, Canada's Latino Superstation offers unparalleled programming in Italian, Spanish and English and can be seen by up to 12 million Canadians on cable and satellite from coast to coast. As Canada's leading Hispanic and Italian media source, TLN delivers a variety of domestic and international programming including comprehensive daily news reports from Italy and Latin America, the world's best soccer, star-studded music specials, award-winning novelas, and celebrated miniseries, documentaries and lifestyle programs. TLN's stellar schedule is anchored by a nightly prime time block of English viewer favourites including acclaimed dramas, hit sitcoms and blockbuster movies. 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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