



MEDIA RELEASE

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CBC and CURRENT TV announce partnership to launch new participatory media company

Toronto, November 10, 2008 — CBC and Current Media are planning to reshape the way Canadians consume media with today's announcement of a partnership to launch Current Canada, a cross-platform media company uniquely focused on engaging young adult audiences through participatory and interactive initiatives on TV and on the Web.

Current Canada will be a fully integrated Web and TV platform that will allow users to participate in shaping the programming, while connecting young adults to what is going on in their world, from their perspective, in their own voice. Current Canada will exist as both a website and (pending regulatory approval) a Category 2 digital specialty channel, Current TV.

Nearly one-third of Current Canada programming will be created by the viewers, making Current Canada the only television network that is produced and programmed in collaboration with its Canadian audience.

"Current is at the forefront of the global media revolution and Current Canada is our next step forward," says Al Gore, chairman, Current. "By creating a cable network that works in concert with our online community, Current is facilitating a global conversation with our young adult audience. There's nothing like it on the media landscape today."

"Current Canada will have the potential to dramatically alter the way Canadians interact with both television and online programming," says Richard Stursberg, executive vice-president of CBC English Services. "Based on the successful model of Current TV in the United States, the UK and Italy, we intend to fundamentally redefine some basic elements of how programs are created and evaluated. This includes the interesting notion of who gets to create programming."

"CBC's legacy of quality and innovation makes it the right partner to bring Current to Canada," says Joel Hyatt, CEO, Current. "Current Canada will be Canada's first completely integrated media entity, creating a truly cross-platform network. We look forward to working with our partners at the CBC and creating a media experience for young adults that is compelling, authentic and relevant to them."

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. With 28 services offered on Radio, Television, the Internet, satellite radio, digital audio, as well as through its record and music distribution service and wireless WAP and SMS messaging services, CBC/Radio-Canada is available how, where and when Canadians want it. Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight Aboriginal languages, in nine languages on its international Radio service, Radio Canada International and in eight languages on its Web-based radio service RCI viva, a service for recent and aspiring immigrants to Canada.

About Current

Current is a cross-platform media company that works with its young adult audience to create and distribute media that informs, enriches and inspires. The company is comprised of Current TV and Current.com, the first fully integrated online and broadcast platforms that help users determine the news and information that is relevant to them. Current connects young adults with what's going on in their

world through its unique blend of citizen journalism and viewer participation, offering programming and content that's authentic, often surprising and consistently compelling. Current pioneered the television industry's leading model of interactive viewer created content (VC2) that comprises roughly one-third of Current's on-air broadcast. The network has also advanced advertising models via Viewer Created Ad Messages (VCAMs).

Current is now viewed in the U.S., U.K., Italy, and Ireland in more than 58 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), Verizon, AT&T, BSkyB (channel 183), Virgin Media (channel 155) and Sky Italia (channel 130). For more information, please visit <http://www.current.com>.

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