



MusiquePlus Plugs Into etc.tv

Astral Media's music network enabled with video hyperlinking effective November 3rd

Montréal, October 23, 2008 – etc.tv, The Advertising on Demand Network, and Astral Media jointly announced today that etc.tv will enable its video hyperlinking service on MusiquePlus commercial inventory effective November 3rd 2008.

“Astral Media TVPlus is pleased to offer clients who have produced a long format commercial the opportunity to speak to an audience that is passionate about music and is tapped into the Quebec music scene.” commented Peter Germain, Vice President, Sales - Astral MediaTVPlus. “TV viewers can now have the same Hyperlinking functionality in their TV viewing experience as they enjoy online. By enabling our commercial inventory with the etc.tv solution, advertisers can now more fully engage MusiquePlus viewers in their brands.”

“The addition of MusiquePlus to the rapidly growing etc.tv Ads on Demand Network brings to five the number of TV networks enabled with the etc.tv video hyperlinking solution.” said **Ian MacLean**, Vice President and General Manager, etc.tv. “Today’s announcement confirms that already forty per cent of the commercial television inventory available to advertisers in Quebec will now be enabled with video hyperlinking in one third of Quebec homes. This is, by leaps and bounds, the most significant advanced TV advertising deployment anywhere in North America.”

Advertisers can enable their traditional network television advertisements with the etc.tv hyperlinking functionality beginning November 3rd, across the entire MusiquePlus broadcast schedule.

About MusiquePlus

MusiquePlus, the reference in music, caters to the interests and lifestyle of Quebec's young adults. With music beating at the heart of its programming, MusiquePlus targets music fans between 18 and 34.

Astral Media is a leading Canadian media company, active in specialty and pay television, radio, outdoor advertising and iMedia. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences.

For additional information please contact:

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About etc.tv

etc.tv is North America's premier provider of video hyperlinking television advertising services. Its ads – on – demand network is the world's first solution that enables television viewers to link directly to long form advertising content from traditional – length network television ads. The etc.tv business model meets the needs of all the legacy stakeholders in the advertising ecosystem including the consumer, the advertisers, their agencies, national networks and their rep houses, as well as digital television distributors. etc.tv is rapidly becoming a platform of choice for major television advertisers across several product categories including automotive, packaged goods, tourism, entertainment, financial services and others. The etc.tv hyperlinking functionality is available to more than two million consumers across the province of Quebec. etc.tv continues with its plans to expand its service throughout Canada, and in the U.S, through 2009.

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