



Dyson Launches Telescopic Advertising Campaign on the etc.tv Network

Montreal – April 9, 2008 – Dyson, the manufacturer of the Dyson Cyclone, the world's first cyclonic bagless vacuum cleaner, recently launched a telescopic TV advertising campaign on the etc.tv Advertising on Demand network.

The etc.tv telescopic advertising functionality permits digital cable subscribers to link from traditional, linear 30-second network television ads to extended long form video content on Dyson's line of innovative and award-winning products. The long form content will include brief segments featuring Dyson founder and inventor James Dyson expanding on the philosophy behind the company's worldwide success.

"Dyson's innovative technology sets its unique product line apart from other vacuum manufacturers," stated **Andrew Robinson, President of Dyson Canada Ltd.** "We see the etc.tv telescoping functionality perfectly suited for consumers interested in our product line to drill down, beyond the 30-second ad, and to become more fully informed about what makes Dyson products superior."

"According to James Dyson, "the best designs are the result of someone questioning everything around them – looking at the same things as everyone else, but thinking something different." commented **Ian MacLean, etc.tv VP & GM.** "At etc.tv we feel the same way about television. We are particularly pleased that Dyson, a company dedicated to making everyday things work better, chose etc.tv to make their TV campaign work better at connecting with interested consumers."

The Dyson campaign will air throughout out the spring. The etc.tv telescopic advertising service is currently available to more than 1.8 million digital TV subscribers in Canada.

ABOUT Dyson

Dyson is committed to making products that work better for everyone. Headquartered in Malmesbury, England, more than a third of Dyson's employees are scientists and engineers. James Dyson invented and patented Dyson cyclone vacuum cleaner technology. The Dyson cyclone uses high centrifugal force and is the vacuum cleaner that doesn't lose suction. Dyson is Canada's top-selling vacuum brand.

For more information please visit www.dysoncanada.ca or contact:

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ABOUT etc.tv

etc.tv is the premier telescopic advertising services provider. Its ads – on – demand network is a solution which enables television viewers to opt in to access long form advertising linked to traditional – length broadcast 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 broadcasters and their rep houses, as well as cable operators. The solution is currently deployed in Canada with several major brands. etc.tv has plans to expand its service throughout Canada, and in the U.S, through 2008.

For more information please visit www.etc.tv or contact:

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