



GM Optimum Opts for etc.tv

Montreal, April 22, 2008 – GM Optimum, Canada’s leader in certified pre-owned vehicles, has launched a telescopic advertising campaign on the etc.tv Advertising on Demand network in Quebec.

The campaign, developed by Cossette Media, allows consumers to connect from linear 30-second GM Optimum network TV commercials directly to a long form video message which provides extensive content on the GM Optimum offering.

"We wanted to communicate the unique benefits of Optimum to customers considering the purchase of a pre-owned vehicle" said **Pierre Martel, GMCL Optimum Brand Manager**. "While a traditional advertisement may generate some interest, this technology advancement allows us to reach interested customers in a new, more meaningful way."

"GM Optimum offers a manufacturer's backed warranty on its certified pre-owned GM vehicles, including a 150+ point inspection, an exchange privilege, 24-hour roadside assistance and a student bonus program" stated **Laura Araujo, Media Account Director, Cossette Media**. "Describing all of these benefits is beyond the scope of the traditional 30-second ad. etc.tv's telescoping function allows us to move beyond the thirty to communicate all these benefits to consumers opting-in to learn more."

etc.tv's end to end advanced television advertising management system leverages the on demand infrastructures of digital television providers to allow interested viewers - through a single click of their digital TV remote - to link from network TV commercials to long-form TV ads of any length. Viewers can opt in to watch the long-form content at that moment, or bookmark it for future viewing. etc.tv manages all aspects of campaign set up and provides near-real time tracking of campaign performance to its customers.

"GM has undertaken several campaigns on the etc.tv ads on demand network since our launch in 2006." confirmed **etc.tv VP & GM Ian MacLean**, "We are thrilled that they have extended telescopic strategy to the GM Optimum brand. Optimum gives you several benefits not offered by other providers of pre-owned vehicles. The etc.tv platform is ideal for clearly defining in detail what differentiates Optimum from their competition."

ABOUT GM Optimum

GM Optimum is Canada's leader in pre-owned vehicles. Optimum takes the worry out of buying a used car. To even be considered for the GM Certified program, a vehicle must be 2003 or newer, with less than 60,000 miles. GM Certified Used Vehicles are only available through select GM dealers.

For more information, please contact:

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ABOUT etc.tv

etc.tv is North America's 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 and is available to more than 1.8 million consumers across the province of Quebec. 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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