



## TQS joins the etc.tv Advertising on Demand Network

**Montreal – October 1<sup>st</sup>, 2008** – TQS and etc.tv, The Advertising on Demand Network, jointly announced today that TQS will enable its network commercial inventory with etc.tv’s hyperlinking advertising solution effective November 1<sup>st</sup>, 2008.

In a prepared statement **Guy Meunier**, Vice President of Sales, TQS, confirmed “TQS, with our rejuvenated fall programming schedule, has never been more committed to providing our advertisers with every advantage available to maximize the effectiveness of their TV campaigns. The etc.tv solution leverages the Quebec TV viewers’ growing use of video on demand services to allow advertisers to connect directly with interested consumers, and to do so in a highly measureable and accountable manner.”

“We are thrilled that the re-energized TQS has joined the etc.tv network” said **Ian MacLean**, Vice President and General Manager, etc.tv. “The addition of TQS’s audience brings significant incremental scale to the share of tuning already enabled with the etc.tv hyperlinking advertising solution. With each new TV network enabled, etc.tv becomes an increasingly attractive platform for advertisers buying advanced TV advertising campaigns across Quebec.”

Advertisers will be able to enable their traditional network advertisements with the etc.tv hyperlinking functionality beginning November 1<sup>st</sup>, across the entire TQS broadcast schedule.

### About TQS

TQS is a private general francophone network which currently owns 5 channels (Montreal, Quebec, Saguenay, Sherbrooke and Trois-Rivières) and four affiliated channels (Gatineau, Val-d’Or – Rouyn-Noranda, Rimouski and Rivière-du-Loup). The network covers the entire Quebec province. TQS runs the website [tqs.ca](http://tqs.ca)

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**About etc.tv**

etc.tv is North America's premier provider of hyperlinking television advertising services. Its ads – on – demand network is the world's first solution that enables television viewers to opt in 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 2008.

– 30 –

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