



Bell Media's /A\ Network to Become "CTV Two" This Fall

- CTV Two to launch in HD; expand footprint in Toronto/Hamilton –
 - /A\ NEWS to become CTV NEWS –
 - New CTV Two schedule to be revealed this Thursday –
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Toronto, ON (May 30, 2011) – Bell Media announced today that it will extend its market-leading CTV brand to its /A\ network, renaming it **CTV Two** this Fall. The debut of the new identity is strategically scheduled to coincide with the launch of the network in High Definition, also planned for this Fall, and its expansion into the full Toronto extended market next year. The move will immediately strengthen local **CTV Two** stations serving Vancouver, Toronto, Southwestern Ontario, Ottawa and Atlantic Canada, including the conversion of /A\ NEWS outlets in these markets under the CTV NEWS banner. A dynamic new **CTV Two** schedule will be revealed at the CTV Upfront presentation in Toronto this Thursday, June 2.

****Media Note**** Download the new CTV Two logo at www.BellMediaPR.ca

“As we stated to the CRTC, we are committed to the viability of the /A\ stations,” said Kevin Crull, President, Bell Media. “We are extending CTV, Canada’s strongest television brand, to our second network, so that these channels can resonate deeper with audiences, advertisers, and the communities they serve. Along with our investment in HD and our commitment to local programming, today’s announcement signifies a new beginning for this network.”

The announcement comes just weeks after the *Marketing/Leger* Corporate Reputation Survey named CTV as Canada’s most-trusted media brand. Ranking #24 on the Top 100 list of the most trusted brands in Canada, CTV was the only Canadian media brand to place in the Top 30.

In additional good news for viewers and advertisers, the new **CTV Two** schedule will be delivered in High Definition beginning this Fall, for the first time ever. Reaching the same amount of viewers as Citytv, **CTV Two** will immediately be accessible to nearly 90% of viewers in English Canada.

CTV is also moving forward with plans to add a re-broadcast transmitter in southern Ontario in 2012. Extending the reach of the current transmitter in Barrie, ON, the move will create a larger simulcast opportunity for advertisers in the Toronto/Hamilton extended market, subject to CRTC approval.

At this week's CTV Upfront presentation on June 2, CTV will reveal a new **CTV Two** schedule featuring eight new programs to the network, seven in simulcast, including one monster acquisition to anchor the schedule.

"We are committed to building the **CTV Two** schedule to contend on nearly every night of the week," said Phil King, President, CTV Programming and Sports. "We are confident that we have scheduled franchise programs in key timeslots that will appeal to both audiences and advertisers alike."

Marking the synergy between the CTV and **CTV Two** brands, the new **CTV Two** schedule will receive unprecedented promotional support across CTV's main schedule in some of television's biggest programs. A comprehensive external promotional campaign is also planned to support the launch.

"Leveraging the strength of the CTV brand on both networks is a strategic move to more effectively market, program and sell **CTV Two**," said Rick Lewchuk, Senior Vice-President, CTV Creative Agency and Brand Strategy. "Additionally, **CTV Two** works as a navigational tool, directing viewers to one of two networks where they can find CTV programming."

The **CTV Two** communities across the country will also benefit from leveraging Canada's most trusted news brand when /A\ NEWS transitions into CTV NEWS in each market, also this Fall. While still retaining their editorial independence, the former /A\ NEWS broadcasts will be strengthened under the umbrella of the CTV NEWS brand. Additionally, local **CTV Two** stations will use the CTV brand in their ongoing community investment initiatives, providing a more powerful extension of support into the communities they serve.

"Extending Canada's most trusted news brand to these local stations demonstrates our commitment to these communities," said Wendy Freeman, President, CTV News. "We hope that under the CTV NEWS banner, these local stations will ultimately be able to survive on their own."

/A\ finishes the 2010/2011 television season as a strong contender for Canada's fourth network, besting programs such as Citytv's MODERN FAMILY (with CRIMINAL MINDS) and THE EVENT (with TWO AND A HALF MEN and MIKE & MOLLY) in total viewers and key demos. /A\ delivered nearly 40 broadcasts with more than one million viewers this season, led by Top 20 programs such as AMERICAN IDOL and DANCING WITH THE STARS, compared to just 20 for Citytv.

About CTV Two

Available from coast-to-coast this Fall, CTV Two will feature a dynamic mix of drama, comedy and reality programming on CTV's second conventional network. CTV Two spotlights day-to-day life in local communities in Vancouver/Victoria, Toronto/Barrie, Ottawa, London, Windsor and Atlantic Canada through its award-winning local news programming. Reaching 89% of English Canadian viewers and available in stunning High Definition, CTV Two is a division of Bell Media, which is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company.

About Bell Media

Bell Media is Canada's premier multimedia company with leading assets in television, radio and digital. With passion and an unrelenting commitment to excellence, Bell Media entertains, informs and inspires Canadians. Bell Media owns 28 conventional stations, including CTV, Canada's #1 television network and lead broadcaster of the London 2012 Olympic Games, and owns and operates 29 specialty channels, including TSN, Canada's #1 specialty channel and RDS, Canada's #1 French-language specialty channel. Bell Media also owns 33 radio stations, dozens of websites including the Sympatico.ca portal, and Dome Productions. Bell Media is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. For more on Bell Media, please visit www.bellmedia.ca.

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