

CTV Creative Agency To Become Promotional Powerhouse

Thursday, 11 October 2007

Susanne Boyce, President, Creative, Content and Channels, CTV Inc., announced today the establishment of the CTV Creative Agency, an innovative, dynamic and strategic new approach to marketing, promotions and advertising for Canada's largest private broadcaster.

Led by broadcast veteran Rick Lewchuk, Senior Vice President, CTV Creative Agency and Brand Strategy, the CTV Creative Agency is now positioned to service CTV's integrated assets as announced last week. The CTV Creative Agency unites the internationally-recognized creative resources of CTV Inc. with the former CHUM Ltd. to produce the most powerful, in-house creative group in North American television.

The CTV Creative Agency will service CTV Inc.'s 28 conventional television stations, 34 specialty networks, 34 radio stations and numerous company websites, producing, in-house, all creative material required by the company. This includes the design and execution of all show elements for in-house productions, all on-air promotions, all advertising design, all street-level marketing and all media buys for the entire company. Unlike most broadcasters, CTV conceives, designs and delivers all of its on-air and off-air promotional campaigns in-house.

"The CTV Creative Agency will allow us to protect and grow the best brands in the business," said Lewchuk. "And with the Olympics coming up in 2010 and 2012, we are well positioned to utilize all of our resources across all of our platforms to promote the biggest event in television."

With all aspects of promotion united as one group, the CTV Creative Agency will allow CTV to cross-promote internal and external clients across the wide breadth of the company's assets unlike any other broadcaster.

The CTV Creative Agency brings together the combined marketing and design resources from Canada's two, most-prolific, in-house creative teams, CTV Inc. and the former CHUM Ltd. At this year's Promax and BDA Awards, CTV was recognized as one of the world's most creative broadcast companies when it picked up a combined 73 design and promotion awards, including several "World" medals representing international excellence. Similarly, the former CHUM team added another 69 awards.

The CTV Creative Agency is led by Rick Lewchuk, Senior Vice President, CTV Creative Agency and Brand Strategy. Rick has been part of the CTV marketing team for over 25 years, serving most recently as Senior Vice President, Program Planning and Promotion.

Reporting to Mr. Lewchuk at the CTV Creative Agency is the following, industry-leading team:

Jon Arklay, Vice President, Creative Services and Brand

David Johnson, Vice President, Promotions

Kevin Watson, Director of Advertising

Alanna Barkley-Smith, Director, On-Air Promotions

John Murphy, Director, Affiliate Promotions

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Sandy Fraser, Director, Olympic Promotions
var _hbEC=0,_hbE=new Array;function
_hbEvent(a,b){b=_hbE[_hbEC++]=new Object();b._N=a;b._C=0;return b;} var
hbx=_hbEvent("pv");hbx.vpc="HBX0100u";hbx.gn="ehg-ctv.hitbox.com"; //BEGIN EDITABLE SECTION
//CONFIGURATION VARIABLES hbz.acct="DM551230O5NE71EN3;DM561030KMRC71EN3";//ACCOUNT
NUMBER(S) hbz.pn="ctv_release_20071011";//PAGE NAME(S)
hbz.mlc="/ctvshows/Announcements/story;/ctvshows/Announcements/story";//MULTI-LEVEL CONTENT CATEGORY
hbz.pndf="title";//DEFAULT PAGE NAME hbz.ctdef="full";//DEFAULT CONTENT CATEGORY
hbz.hc1="ctv_release_20071011"; //OPTIONAL PAGE VARIABLES //ACTION SETTINGS hbz.fv="3";//FORM
VALIDATION MINIMUM ELEMENTS OR SUBMIT FUNCTION NAME hbz.lt="auto";//LINK TRACKING
hbz.dlf="n";//DOWNLOAD FILTER hbz.dft="n";//DOWNLOAD FILE NAMING hbz.elf="n";//EXIT LINK FILTER
//REQUIRED SECTION. CHANGE "YOURSERVER" TO VALID LOCATION ON YOUR WEB SERVER (HTTPS IF
FROM SECURE SERVER)
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