

*For release June 9, 2008:*

## **CTV Saves 'The Hockey Theme'; Acquires Exclusive Rights to "Canada's Second National Anthem"**

CTV Inc. together with Copyright Music & Visuals today announced that CTV Inc. has acquired all rights to 'The Hockey Theme' in perpetuity, preserving the song's legacy and ensuring it will be heard on national television for years to come. "The Hockey Theme" song will now live on CTV Inc properties TSN, RDS and across Canada on CTV during coverage of the upcoming 2010 Olympics as outlined below.

The deal between CTV and the song's administrator, Copyright Music & Visuals, was agreed to in principle after the CBC publicly announced last Friday at 5 p.m. ET that a deal could not be reached with the rights holders. Due diligence was completed earlier today.

The song, which was created by Vancouver's Dolores Claman in 1968, will now be used in NHL broadcasts on TSN and RDS beginning this Fall. In addition, CTV will utilize the song as part of its hockey coverage during the upcoming Vancouver 2010 Olympic Winter Games.

"The song has a long and storied history in Canadian sports and has become ingrained in the hearts and minds of hockey fans across the country. It is an iconic tune, embraced by Canadians everywhere, and we felt it was imperative to save it. We know we will be in hockey forever, so there's no doubt this acquisition will create value for us," said Rick Brace, President, Revenue, Business Planning and Sports, CTV Inc. "It's an honour and a privilege to own such a cherished piece of Canadiana."

"I am very moved by how so many Canadians have taken the hockey theme to heart. We are so pleased the song has found a new home," said Claman. "Throughout our negotiations, CTV displayed a tremendous amount of respect for my family and the song. The Hockey Theme means so much to Canadians, and we know it's in good hands with CTV."

The announcement complements TSN's new six-year multi-platform NHL deal, featuring more coverage of Canadian teams than ever before with at least one Canadian team in every game. Earlier this year, RDS extended its exclusive rights agreement with the Montreal Canadiens through the 2011-12 season.

CTV, together with TSN and RDS, boast the most powerful and prestigious sports programming lineup in the country featuring the NHL and Stanley Cup Playoffs, NFL

games and the Super Bowl, every CFL game including the Grey Cup, International Hockey including the World Juniors, NBA, Blue Jays Baseball, all four golf Majors, all four tennis Grand Slam events, Season of Champions Curling, NASCAR and F1, and this month's NBA Finals and UEFA EURO® 2008.

About Copyright Music & Visuals: John Ciccone is founder of Copyright Music & Visuals (CMV), which has specialized in copyright clearance and music consulting since 1985. Since 1993, John has had the pleasure of administering the publishing copyright in The Hockey Theme, composed by Dolores Claman.

About CTV: CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV National News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at [www.ctv.ca](http://www.ctv.ca).

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