



## **CORUS PLUGS INTO MUSIC DOWNLOADS WITH NEW VENTURE**

### **Downloads Provide Unique Promotional Opportunities for Clients**

#### **Branded Online Music Store to Launch by Year-End**

(November 7, 2006 – Toronto, Canada) **Corus Entertainment Inc.** announced plans today to develop a digital music download service in partnership with Vancouver-based **Hip Digital Media Inc.** Launching later this month, the service will provide advertising clients with integrated campaigns featuring free music downloads. In addition to this unique sponsorship opportunity, the venture will include the rollout of Television- and Radio-branded online music stores starting in December 2006.

With the launch of this initiative, Corus' Television and Radio services, in collaboration with advertising clients, will develop distinctive contests and promotional programs that include free music downloads, providing audiences with added value when they interact with Corus and its clients. The online stores, which will debut with a **CMT Canada** storefront, will enable audiences to preview, purchase and download music to their PCs and portable MP3 players. In addition to offering a robust menu of tracks, the storefronts will also contain exclusive content from Corus' television services and radio stations.

"Introducing music downloads into the campaign mix is a win-win for both our clients and our audiences," said John Cassaday, President and CEO, Corus Entertainment. "This is another great example of Corus Entertainment's commitment to delivering unique solutions to our clients, while creating engaging content for our audiences on a variety of platforms."

The storefront sites, powered by Hip Digital Media Inc., will offer access to a vast selection of music, streamed music samples, artist information and music recommendations tailored to each service and its audience.

"We are delighted to be developing a number of unique music platforms for Corus' multimedia entertainment brands," said Mark Holden, President and CEO, Hip Digital Media Inc. "As a business-to-business service provider, Hip Digital is honoured to be media partners with industry leader Corus Entertainment. This new business relationship will connect Corus' audience to its properties through a dynamic and powerful medium – music."

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising and digital audio services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, Movie Central, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).



**About Hip Digital Media Inc.**

Hip Digital Media Inc. is a pure business-to-business service provider specializing in the licensing and distribution of digital music. Hip Digital offers an exceptional solution for the delivery of digital music through simple and intuitive web services with limitless customization and content. From application development and content management, to licensing and reporting, Hip Digital brings together all of the necessary components for creating powerful yet simple branded music experiences. Partners include consumer brands, broadcasters, destination sites, and record labels. For more information and details about our products and services, please visit [www.hipdigitalmedia.com](http://www.hipdigitalmedia.com).

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