Media Advisory

ROGERS TV AND THE CREDIT VALLEY HOSPITAL DELIVER LOCAL NEWS

FOR IMMEDIATE RELEASE – Monday, November 10, 2008 [MISSISSAUGA, ON] – Rogers TV and the Credit Valley Hospital are pleased to announce a new development within their media partnership. Hospital patients, staff and visitors can now watch Rogers TV's *First Local Week in Review* throughout the Credit Valley Hospital.

Credit Valley's President and CEO, Michelle DiEmanuele says the hospital values their long-standing partnership with Rogers TV. "For many years Rogers TV has aired Credit Valley's half hour health news and wellness program known as *Credit Valley Contact.* A year ago, we began providing weekly 90 second *Health Qs* for Rogers' newscasts to keep Mississaugans informed about health and wellness tips to support their daily living. Our partnership has now taken another important step whereby our patients, visitors and staff will keep current with other news in their community through Rogers' weekly summary which will be aired on our hospital's high definition digital signage, and for free on all patient televisions. This is a win-win for Credit Valley and Rogers, but most importantly for the patients and families we serve."

"We are thrilled to partner with the Credit Valley Hospital to help patients stay connected with their community, adds Jake Dheer, Station Manager, Rogers TV Peel. "Rogers TV strives to provide an outlet where residents can be informed and engaged about local news and issues no matter where they are."

Rogers TV's Nadia Stewart anchors *First Local Week in Review* on, cable 10. The show recaps the top local stories from the past week and includes news, sports, and entertainment stories in a comprehensive 1-hour "best-of" program. Reports come from across the Peel region with a focus on Mississauga and Brampton. *First Local Week in Review* can be seen Saturday at 3 PM and Sunday 8 AM, 6 PM and 11 PM on Rogers TV, cable 10.

For more information about Rogers TV's news programs *First Local Week in Review* and *First Local* visit www.rogerstv.com

Rogers TV is a one of a kind TV channel that is tailor-made for local audiences. Every year, our stations proudly produce over 15,000 hours of original, informative local programming, reinforcing Rogers Cable's commitment to the communities we serve. Rogers TV is a service available exclusively to cable customers as part of the basic service of Rogers Cable Communications Inc., Canada's largest cable company, delivering high quality entertainment, information and communication services to 2.2 million customers in Ontario, New Brunswick and Newfoundland. Rogers TV is available on cable 10 in Mississauga.

For further information, please contact:

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