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**OUTtv SIGNS PROGRAMMING & SUPPLY DEAL WITH U.S. GAY NETWORK
AND BREAKS THE HALF MILLION MARK IN SUBSCRIBERS
BECOMING CANADA'S FASTEST GROWING DIGITAL CHANNEL**

**SELLS 60 HOURS OF PROGRAMMING TO U.S.
AND LAUNCHES NEW 'BROADCASTING PLATFORM' WEB SITE**

March 17, 2008 -- Toronto, ON -- Canada's national gay and lesbian television channel, **OUTtv**, announced today that they have entered into a programming and supply deal with **here! Network** in the U.S. The agreement will allow the two gay and lesbian networks to work together in producing a number of new television series that will air on both channels.

"Last year *OUTtv* and *here!* worked together to produce two feature films, the film noir gay detective **Donald Strachey mysteries**, "Ice Blues" and "On the Other Hand, Death", as well as a documentary feature on the Strachey series entitled "**Martinis & Murder: Inside the Donald Strachey Mysteries**", said **James Shavick, President of OUTtv**.

In addition, *OUTtv* recently sold nearly 60 hours of Canadian-produced programming to *here!*, including hit shows **Chris and John To the Rescue** and **Cover Guy**. *OUTtv* will begin airing episodes of the supernatural *here!* hit series **Dante's Cove** (starring Canadian **Charlie David** co-star of *OUTtv's Bump!*), as well as an assortment of movies from *here!*'s extensive feature film library.

"We are very pleased to have reached this agreement with *OUTtv*. This programming partnership gives *here!* the opportunity to expand our slate and continue to provide our audience authentic and diverse images of gay and lesbian lives. We hope to continue to add more exciting and provocative entertainment to our already rich slate of films and series. We are confident that the best is yet to come," says **Mark Reinhart, General Manager and West Coast Executive Vice President of Distribution and Acquisitions for here! Films**.

The finished programs produced via the teaming of these two networks will begin airing in the fall of 2008. It is expected that these new series will continue to add to a rich list of gay and lesbian programming available on both *OUTtv* and *here!*.

The programming output deal is one of a number of major initiatives completed by *OUTtv* over the past year. *OUTtv* is also **launching a brand new website** in conjunction with an exclusive first peek at video footage from the gay model contest documentary, "**How Far Will You Go**" at www.OUTtv.ca. The finished programs will air on the network in the fall of 2008. "We have designed our new website as a fully functional broadcasting platform. We

are excited about being able to deliver more exclusive content over the Internet to a greater audience both in Canada and around the world" said **Brad Danks, Chief Operating Officer for OUTtv**, "We are thrilled that the site was completed in time to deliver the fantastic footage from the gay model contest in Vancouver before the finals in March."

OUTtv has been **Canada's fastest growing digital channel over the past two years**. The channel has more than doubled its subscription base in the past two years and now has more than 500,000 subscribers across Canada, coast to coast.

About here!

Founded in 2002, here! airs on all major U.S. cable systems as a 24-hour subscription service. **here!** appears in 96 of the top 100 U.S. markets, including every top ten market. www.heretv.com

About OUTtv

OUTtv is a digital specialty television network providing programming of particular interest to the gay and lesbian community across Canada. Originally launched in September 2001, it is the world's first Gay and Lesbian focused network to broadcast 24 hours a day, seven days a week and is currently available on all major distribution carriers in Canada for its more than 500,000 subscribers. www.outtv.ca

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Central Toronto Youth Services -- Peace Point Entertainment Group: Real Fight Club- Global Currents Documentary (Global TV) /Invention Nation (Discovery Science USA) /FRESH with Anna Olson (Food Network) /Food Jammers (Food) /Ed's Up! (OLN) /Bump! (OUTtv) /Reality Obsessed(TVtropolis) -- City of Brampton: Rose Theatre/Interkom -- Gilead Power Corporation/ML&Co -- Northbound Leather -- Dr. Draw - - OMDC/ Ontario Ministry of Culture Trillium Book Awards -- Romy Shiller's You Never Know book launch -- OUTtv -- Pixcom Productions: What's That About? (Discovery Channel) -- ideashop: The I Do Shop -- Fab Magazine/PTP.