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## **Jay Switzer joins OUTtv Board**

Vancouver, BC (Canada) - October 22, 2008 – OUTtv, Canada's Gay and Lesbian television channel announced today that Jay Switzer, former CEO of Canadian broadcaster CHUM Ltd. has joined their Board of Directors.

CEO James Shavick said of the announcement, "We are thrilled and privileged to have Jay involved. I have known him from his early days at CHUM and watched him grow into one of Canadian broadcasting's finest executives. We are so fortunate to have his advice and guidance at OUTtv." Newly appointed COO Brad Danks adds, "It is such an important time for OUTtv to have the wisdom and experience of someone like Jay on our team. Our subscribers have more than doubled in the past two years and our advertising dollars are up more than six times over last year. Having someone like Jay involved can really help us get to the next level."

Jay Switzer responded, "I am really pleased to be working with the OUTtv board on this exciting opportunity. I have always been a big supporter of this channel and even tried to get a similar license when I was at CHUM. I am very impressed with how far the channel has come in the past few years and am glad to play a positive role in its future development."

Pink Triangle Press President and Executive Director Ken Popert was also confirmed to the OUTtv Board, which appointed Brad Danks as Chief Operating Officer, with Treasurer Andrew Chang also assuming the role of Chief Financial Officer. The rest of the Board is made up of Chair Joy MacPhail, CEO James Shavick, Les Tomlin (CEO of Peace Point Entertainment Group) and Kevin Fox (CEO of Re:Source Media).



### **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, with more than 500,000 subscribers. [www.outtv.ca](http://www.outtv.ca)

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