

CANADA'S #1 MOVIE PREVIEW SHOW



Tribute

TV

STARS
INTERVIEWS

TRAILERS
PREVIEWS

REACHING OVER
805,000*
VIEWERS WEEKLY

* SOURCE: AC NEILSON WEEK OF APRIL 28, 2002 AUDIENCE 2+



CANADA'S #1 MOVIE SHOW

...ENTERTAINING, INFORMATIVE AND FUN

WHAT IS TRIBUTE TV?

- A 30-minute, weekly movie preview show

WHAT MAKES IT UNIQUE?

- Tribute TV is the only program in Canada that runs uncut movie trailers
- Tribute TV runs exclusive interviews with the hottest stars and directors in the world of movies
- Lots of promotions, contests and giveaways

WHERE CAN I SEE TRIBUTE TV?

TELEVISION ~ 30 minute show

- Toronto Star TV ~ runs daily 7 p.m. and midnight
- Global Television Network ~ 9 stations nationally
- Showcase Action Sat @ 4:30 p.m.
- Showcase Diva Sun @ 4:30 p.m.

INTERNET

10 million monthly page views

Tribute TV • Yahoo.ca Movies Home page

- AOL Canada Subscriber Network - High Speed
- Roger Cable Inc. www.broadband.rogers.com

THEATRES

- Galaxy Theatres 30 minutes reaching 22,000 viewers weekly

** Source for television impressions: AC Neilson, BBM

TRIBUTE TV IS WHAT CANADIANS WATCH TO MAKE THEIR MOVIE CHOICES