



CTV's 4REAL Gets U.S. Network Television Premiere on The CW

– Becomes seventh CTV series to be broadcast in the U.S. –

August 8, 2008

Toronto, ON (August 8, 2008) – CTV announced today that its inspiring eight-part documentary program 4REAL has become the latest original Canadian series to be picked up for broadcast on U.S. network television. 4REAL will premiere Sept. 21 as part of The CW's new Sunday night lineup. The announcement follows a deal between Media Rights Capital (MRC) and Vancouver's Direct Current Media, producers of the series in association with CTV and MTV Canada.

4REAL is the fourth CTV series this year to be picked up for U.S. broadcast, joining Flashpoint (CBS), The Listener (NBC), and Spectacle: Elvis Costello with... (Sundance Channel). 4REAL brings the total number of CTV original series airing in the United States to seven, along with Degrassi: The Next Generation (The N), Corner Gas (WGN) and MTV Canada's The Hills After Show (MTV U.S.).

****Media Note**** - Download hi-resolution images from 4REAL at ctvmedia.ca.

"4REAL is about change, and this U.S. pick-up makes the possibility for change even greater," said Susanne Boyce, President, Creative, Content and Channels, CTV Inc. "We are immensely proud of this series. Congratulations to Sol and Josh as 4REAL continues to inspire viewers around the world."

"In its first year, 4REAL is being broadcast in almost every market in the world," said co-creator and 4REAL host Sol Guy. "It's a real testament to the power and inspiration of the leaders featured in the series, and their stories."

4REAL is currently airing on various National Geographic channels internationally. It has been seen in 166 countries in 35 languages. The series can be viewed now on demand at mtv.ca.

Originally broadcast earlier this year on CTV and MTV, 4REAL calls attention to international social issues and fosters cultural awareness as celebs journey to some of the most heartbreaking places on earth. Episodes feature 4REAL executive producer Joaquin Phoenix in Brazil, Cameron Diaz in Peru, Red Hot Chili Pepper bassist Flea in Haiti, Eva Mendes visiting Vancouver's Downtown Eastside, and more.

This past April, 4REAL received international recognition when producers and co-

creators Sol Guy and Josh Thome were honored as the first Canadians to receive the National Geographic Emerging Explorers Award for their work on the series. This award recognizes and supports uniquely gifted explorers who are already making a difference early in their careers.

In celebration of Guy and Thome's unique sustainable profit sharing business model, 4REAL has also been screened at the United Nations in New York as part of the UN's permanent forum on indigenous issues.

4REAL is produced by Direct Current Media (DCM), in association with CTV for CTV and MTV. 4REAL is hosted by award-winning producer and co-creator Sol Guy. Josh Thome is co-creator. Executive Producers of 4REAL are Joaquin Phoenix, Chris Haddock and Laura Lightbown. Susanne Boyce is President, Creative, Content and Channels, CTV Inc. More details on the series are available at 4REAL.com and mtv.ca.

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV National News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

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