

**For:** Ethnic Channels Group Ltd.  
**Contact:** Irina Alesina-Shamis, Director of Marketing  
**Primary Phone:** 416-736-7577 ext. 310  
**E-Mail:** ishamis@ethnicchannels.com  
**Attention:** Business/Financial Editor, City Editor, Media Editor, News Editor, Government/Political Affairs Editor

## **ECG & Rogers deliver ethnic TV services 24 hours 7 days a week**

*ECG launched four foreign services on Rogers Digital Cable in Ontario*

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On the date of June 23<sup>rd</sup>, 2004 Ethnic Channels Group Limited (ECG) launched four foreign television services on Rogers Digital cable in Ontario. ECG intends to deliver over 30 channels covering 25 different languages, 24 hours a day, 7 days a week, thus allowing Canadian from different ethnic origins to follow developments in their native countries, the world and Canadian life style around the clock on the day-to-day basis. ECG is offering a unique brand of international television programs than those currently available in Canada.

### **About ECG:**

Ethnic Channels Group Limited (ECG) is established to provide international television and radio services within Canada. These services include a broad range of digital transmission and broadcast facilities as well as creative and post-channel production services for television and radio broadcast clients globally. The company is dedicated to serving the unique blend of cultures that exist in Canada estimated 3.5 million households. ECG's programming relationships will extend across government broadcasters in non-English speaking countries worldwide, as well as with key private broadcasters in those countries.

### **ECG Channels Line Up:**

RTVi is a unique channel that broadcasts for Russians outside of Russia while being hardly available in Russian Federation. Owned by immigrants and targeting immigrants, it provides what is in demand by those far away from their historic motherland. Worldwide Distribution: Europe, Middle East, North Africa, Australia, USA and Canada. Channel Highlights: RTVi's programming lineup includes movies, soap-operas, cultural programs, news, live coverage of local and international community events, sports, science and educational programs, children's shows, family entertainment, and how-to shows. RTVi also offers the best dramatic and cinematic productions that both West and East have to offer, as well as independently produced programs aimed at the special interests of the Russian immigrant audience.

Inter+ Channel is the Ukrainian national broadcaster since 20th of October 1996. Since that time it continues to hold the leading position in the domestic television market. Inter retains its leading role due to the wisely chosen and scrupulously maintained image of a family channel, which considers the needs of all social and

age groups and reflects the true situation in Ukraine in regards to distribution of spoken languages. Channel Highlights: Inter TV's programming lineup includes movies, soap operas and sit-coms, news, coverage of developments in public affairs, live coverage of local and national elections and community events, children's shows and family entertainment. In addition to coverage of international sports, science, and cultural life, the channel focuses on Ukrainian culture by providing unique assortment of programs and shows portraying numerous facets of rich national cultural heritage.

SBTN (Saigon Broadcasting Television Network) is the first nationally broadcasted 24-hour Vietnamese channel in America on cable, offering programming designed to keep Vietnamese Americans connected with their culture and identity. SBTN captures audiences of all generations with a combination of news, talk-shows, dramas, children's programming, entertainment, variety shows, movies and culture and history programming. Channel Highlights: SBTN's programming lineup includes extensive coverage of national and international news, Educational, cultural and history programs, talk-shows focusing on legal, social and political issues, exclusive entertainment and variety programs featuring top stars and original productions, children's programs and top Chinese and Korean dramas in Vietnamese.

ECG Filipino TV is a general entertainment channel that has something for everyone. It is programming from Pinoy Central TV. It airs sports, newscasts, entertainment shows, regional programs, travelogues, and the popular tele-seryes. This is the only channel where one can watch the TV Patrol Newscasts in Ilocano, Bicolano, Ilonggo, and Cebuano. It is also the only channel where one can catch a full feature on one's own little hometown in the program My Town. The sports fan can also find here his favorite sports programs from home. For the soap opera die-hards, there are the tele-novelas and tele-seryes.

ECG will continually develop strong ties with the ethnic communities and customers that it serves to constantly improve and expand the quality and range of its services to various ethnic markets, Canada-wide.

#### **About Rogers Digital Cable:**

Rogers Cable Inc. is a wholly owned subsidiary of Rogers Communications Inc. (TSX: RCI.A and RCI.B; NYSE: RG). Rogers Cable passes 3.2 million homes in Ontario, New Brunswick and Newfoundland, with 69% basic penetration of its homes passed. Rogers Cable pioneered high-speed Internet access with the first commercial launch in North America in 1995 and now approximately 26% of homes passed are Internet customers. With 99% of its network digital ready, Rogers Cable offers an extensive array of High Definition TV, a suite of Rogers On Demand services (including Video on Demand (VOD), Subscription VOD, Personal Video Recorders and Timeshifting channels) as well as a large line-up of digital, multicultural, and sports programming. Approximately 26% of Rogers basic subscribers are also digital customers and approximately 38% are Rogers Hi-Speed residential and business customers. Rogers Cable also owns and operates more than 280 Rogers Video Stores.

***Additional information on Rogers is available at [www.rogers.com](http://www.rogers.com)***

For further information: fax number: 416-736-7677 e-mail:  
info@ethnicchannels.com

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