



For immediate release

Pelmorex Media Inc. Granted New Broadcasting License

OAKVILLE, ON, February 20th, 2008: The Canadian Radio-television and Telecommunications Commission (CRTC) announced its decision today to grant a new specialty television license for a channel dedicated to the environment and climate change. The new channel, The Environment Network, is owned by Pelmorex Media Inc., the parent company of The Weather Network, one of Canada's most popular specialty television services.

The Environment Network will provide programming which is relevant to all Canadians. The new service will inform and educate everyone about environmental trends, explain what is happening and why and exchange information on what the public, government and business can do to contribute favourably to this growing global phenomenon. "This new service will be of interest to all Canadians and in the public interest" said Pierre L. Morrissette, Chairman and CEO of Pelmorex Media Inc. "This new service is a natural extension of our current weather-related services and is a great fit with our existing infrastructure and expertise," added Morrissette.

"The Environment Network is in a very topical and popular content category which fills a significant void in the television landscape," said Morrissette who added "I am confident that it will be considered a very attractive addition to the channel lineup of Canadians coast-to-coast." Morrissette said "It is premature to announce a launch date but we are anxious to get going on this exciting new opportunity".

About Pelmorex Media Inc.

Pelmorex Media Inc. owns The Weather Network and its French counterpart, MétéoMédia, which are among the most popular media brands in Canada. They are the undisputed leader of weather information services in Canada across all mediums including cable, satellite, internet, wireless and newspapers. The specialty television networks are among the most widely distributed and

frequently consulted television networks in Canada. The websites, theweathernetwork.com and meteomedia.com, are among Canada's leading web services. All wireless carriers now distribute The Weather Network and MétéoMédia on their services. As the leading source of weather services in the commercial market, energy companies, municipalities, road services and numerous other commercial clients have their weather information needs met by The Weather Network and MétéoMédia. The growth of The Weather Network and MétéoMédia can be attributed to the continued focus and commitment put into providing the very best weather information to Canadians whose activities are dependant on weather.

**For more information:
About Pelmorex Media inc.**

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