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media release

Ontario Government Reappoints Lisa de Wilde and Peter O'Brian to Helm of TVO

TORONTO, March 3, 2008 - TVO is pleased to announce that the Ontario Government has reappointed Lisa de Wilde, Chief Executive Officer, and Peter O'Brian, Chair of the TVO Board of Directors, to second three-year terms. De Wilde and O'Brian have been with TVO since the fall of 2005, when they were appointed by the provincial government with a mandate to increase the impact of Ontario's public educational media organization and align its activities more closely with educational priorities of the Province.

With the support of O'Brian and the TVO Board, de Wilde has been the architect of a significant transformation at TVO during her initial term, which has included the launch of a clear content strategy anchored in citizen engagement and an upgrade to digital production technology. She has been instrumental in TVO's renewed focus on innovation, encouraging viewer interactivity with in-house produced content and connecting people and ideas across multiple media platforms.

The reappointments also include new terms for TVO Vice-Chair Stephen Coxford (Toronto) and Board members Judy Blank (St. Catharines) and Raymond Paradis (Temiskaming Shores).

"My colleagues on the Board and I are honoured to continue serving a public organization with such a great history of producing unique and high-quality educational content," O'Brian says.

Adds de Wilde, "As someone who is passionate about the potential of digital educational media to engage citizens in our society, I'm delighted to be heading up a team that is so committed to impacting people's lives in a meaningful way."

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media.

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