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media release

TVO SIGNS CONTENT AND REVENUE PARTNERSHIP WITH APPLE ITUNES

- **Ontario educational network will offer download-to-own *TVOKids* songs and videos at iTunes**

Toronto, Feb. 19, 2009 — TVO, Ontario's public educational media organization, announced today that it is bringing its popular *TVOKids* songs and music videos to Apple Inc.'s digital media player iTunes, the world's number one online music store. The TVO-iTunes partnership encompasses four international contracts, including North America, Japan, Europe and Australia-New Zealand.

"Partnering with iTunes offers TVO new potential to significantly increase the impact of our unique made-in-Ontario content in the borderless digital space," said Lisa de Wilde, TVO's Chief Executive Officer. "Now a whole new audience of parents and their kids around the globe will discover *TVOKids*' fun and creative approach to educational media."

Starting in the Spring of 2009, preschool favorites like the *ABC Song with Gisèle and Letterella* and *Use Your Words* as well as school-age selections like *Keep on Movin'* and *Nounin' Around* will be available to own through iTunes.

TVO and iTunes will share in revenues generated on a per-download basis. "Developing partnerships that enable TVO to tap into new sources of self-generated revenue is an important strategy in developing a sustainable business model for TVO," added de Wilde.

Kids can continue to view *TVOKids* videos for free at tvokids.com.

Making content available through iTunes is the latest development in TVO's approach to engaging a wider audience across multiple platforms. The educational media organization also has distribution partnerships with Yahoo! Canada, Joost.com and YouTube.

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. For more information, visit tvo.org.

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353. For more information, visit tvo.org.

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