



Press Release

ASTRAL MEDIA LISTENERS RAISE A RECORD \$7,175,952 FROM ONE-DAY NATIONAL CARING FOR KIDS RADIOTHON 20 children's hospitals and health care facilities benefit

Montréal, May 4, 2009 – On Thursday, April 30th, fifty radio stations in 28 cities across Canada took part in the Astral Media National Day of Caring for Kids Radiothon to benefit 20 children's hospitals and health care facilities across the country. The participating radio stations successfully raised a combined total of just over \$7 million – the largest amount raised from a one-day radiothon event in Canada.

"I am truly amazed by the unprecedented demonstration of generosity from our listeners across the entire country and I wish to express my sincere gratitude to everyone who tuned in and gave to assist children in need of medical care. On behalf of Astral Media, thank you for helping make such a difference," said Jacques Parisien, Group President of Astral Media Radio and Outdoor. "I would also like to extend a heartfelt thank you to the over 500 radio station colleagues who have worked tirelessly to make this event so successful, as well as our partners, sponsors and the children and families who bravely shared their stories on-air."

Last Thursday, radio hosts from participating stations broadcast live from partner hospitals and healthcare facilities throughout the day, hosting special guests ranging from hospital staff, to child patients and their parents. In many cities, stations worked closely with Children's Miracle Network – an international non-profit organization dedicated to saving and improving the lives of kids by raising funds for children's hospitals.

"The power that 50 stations broadcasting a radiothon together across the entire country is unique to Astral Media and its millions of listeners. Canadians are known for their generosity, but I am absolutely astounded by their willingness to give during a time of economic uncertainty. It clearly shows that Canadians see value in helping others, in this case young children who are in need of the best medical treatment available. I can assure them that Children's Miracle Network will work hand-in-hand with every hospital and hospital foundation to maximize the use of every dollar raised," said John Hartman, Chief International Officer for Children's Miracle Network.

A Flickr webpage featuring dozens of pictures from the event is accessible here: <http://tinyurl.com/flickrradiothon>

For more information about the Astral Media National Day of Caring for Kids Radiothon – visit: radiothon.astral.com

Astral Media is a leading Canadian media company, active in specialty and pay television, radio, outdoor advertising and interactive media. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences. For more information, please visit www.astralmedia.com

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Sources:

Hugues Mousseau
Astral Media Inc.
514-939-5000, ext. 3240
hmousseau@corp.astral.com

Isabelle Ortega
Children's Miracle Network
905-265-9750, ext. 234
iortega@childrensmiracletnetwork.ca