



Astral Radio

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Press Release

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**ASTRAL RADIO GUARANTEES GRPs
IN ALL PPM-SURVEYED MARKETS IN CANADA**

Montreal, October 4, 2011 – Astral Radio, a division of Astral Media Inc. and Canada's largest radio broadcaster, today announced that it will guarantee gross rating points purchased by advertisers and agencies in PPM-surveyed markets in Vancouver, Edmonton, Calgary, Toronto and Montreal.

This makes Astral Radio the first and only radio broadcaster to make advertisers and advertising agencies an exclusive offer of this scope, from coast to coast. Astral Radio will guarantee GRPs to 95% across the country and ensure all objectives are met.

"Our goal is to exceed expectations and ensure that our partner agencies and advertisers always get the results they paid for with Astral. The move to PPM measurement in the Vancouver, Calgary, Edmonton, Toronto and Montreal markets makes us even more confident of our ability to guarantee GRPs to our clients," said Mario Cecchini, Senior Vice President, Sales and Marketing at Astral Radio.

Furthermore, this offer extends to the three main target groups: adults 18-49, adults 25-54 and women 25-54. Effective immediately, the Astral Radio offer includes no obligation to buy all markets nor the obligation to buy all stations, except the ones that will reach the intended target groups.

Astral Radio has also announced that it will now allow its clients to cancel any campaign with a week's notice rather than two weeks' notice as it endeavours to offer greater flexibility as proven by its constant agility.

Trust—of our clients and in our product—is paramount at Astral Radio. Our objective is to deliver results. You have our word on it!



About Astral Radio

Astral is one of Canada's largest media companies. It operates over 100 of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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