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Press Release
For immediate release

Astral RadioPlus partners with Sears across Canada

Toronto, May 17, 2012 – Astral RadioPlus is proud to announce its Media Creativity partnership with **Sears Canada and Vizeum Canada Inc.** on 31 radio stations in 23 cities across Canada this Spring.

This dual strategy was custom designed to reinforce Sears Canada as the top destination for spring Outdoor items and position Sears as a primary fashion destination.

Lynn Mayer, Vice President of Business Intelligence for Vizeum Canada Inc. says “Our challenge to Astral is to focus on integrated partnerships and smart solutions that will help grow the business” Mayer continues, “We’ve all moved quickly to create programs that marry Astral’s capabilities with Sears’ unique assets. It’s been a very positive and collaborative start.”

Phase One is The Sears Backyard Blitz, an interactive and engaging online game which encourages listeners on 21 radio stations to drag and drop their favorite backyard products from Sears into their virtual backyard and guess the Sears retail value of the items. Hosted on each station’s website, the program is heavily supported with both on air and online messaging driving listeners to play and automatically be entered to win a \$2,500 Sears gift card.

The second phase of the Media Creativity partnership is a series of customized Fashion and Trend vignettes called *Sears Look Reports* airing on 31 Astral RadioPlus-represented radio stations across Canada. These 60-second exclusive and tailored pieces feature Sears Trend Director Cynthia Florek in English and Isabelle Paquette in French.

Dean Rutherford, Vice President and General Manager of Astral RadioPlus says, “Working in partnership with Sears and Vizeum on this project has been extremely rewarding for Astral. Vizeum provided us a very detailed brief on Sears’ objectives this season and the Astral RadioPlus Media Creativity team was given leeway to push the envelope and create engaging, interactive programs that integrate our listener experience both on-air and on line with their key messaging. Sears is one of Canada’s largest radio supporters and we are very proud to have been chosen as their national partner for these two initiatives.”



About Astral

Founded in 1961, Astral one of Canada's largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. 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 alike. To learn more about Astral, go to astral.com.

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