



Press Release

## TORONTO'S ASTRAL MEDIA OUTDOOR AND RADIO ARE NOW BULLFROGPOWERED

*Outdoor billboards, transit shelters and three Toronto radio stations  
power up with 100% green energy!*

**Toronto, June 8, 2009** – Astral Media Radio in Toronto announced this morning that it has officially moved to green electricity for its three Toronto radio stations and their respective websites: Virgin Radio 999, 97.3 EZ Rock and CFRB 1010 by switching to Bullfrog Power. As of today, Astral Media Outdoor will also be lighting all of its Toronto outdoor billboards and transit shelters with Bullfrog Power.

Bullfrog Power offers renewable electricity generated from low-impact wind farms and hydro facilities to thousands of residential and business customers in Ontario, Alberta and British Columbia.

"At Astral Media Outdoor and Radio in Toronto, we are very proud to be taking a step towards becoming more environmentally friendly. We have a large outdoor advertising contract with the City of Toronto and power three radio stations 24 hours a day. We are therefore very pleased to be able to take a proactive position in choosing to support electricity from clean, emissions-free sources," says Val Meyer, VP, Astral Media Outdoor, Ontario.

"Just like hybrid vehicles and organic foods, green electricity is becoming a simple mainstream choice for Canadians," said Tom Heintzman, President, Bullfrog Power. "We are thrilled that Astral Media, a company that reaches millions of Canadians, is taking this initiative and committing to raise awareness that homes and businesses now have an easy way to reduce the environmental impact of their electricity use."

Astral Media will be informing the public of their commitment to green electricity through a transit shelter campaign that simply states, "This transit shelter is bullfrogpowered," and through on-air announcements on its three Toronto radio stations: Virgin Radio 999, 97.3 EZ Rock and CFRB 1010.

### **About Astral Media**

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](http://www.astralmedia.com).

### **For more information, please contact:**

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