



MEDIA ALERT:

30 Rock Premieres Thursday, October 15 on **Citytv!**

(Toronto – October 14, 2009) *30 Rock* is back and better than ever! With five Emmy wins at the 61st Annual Primetime Emmy Awards this year - including its third back-to-back win as Outstanding Comedy Series - *30 Rock* is on top of its game. With more wit, edge, and humour than ever, don't miss the hilarious season premiere of *30 Rock* (s/NBC), Thursday, October 15 at 9:30 ET/PT (8:30pm CT, 10:30pm MT) on **Citytv!**

For artwork visit, www.rogersmediatv.com

On The Season Premiere episode of *30 Rock*:

Jack (Alec Baldwin) informs Liz (Tina Fey), Tracy (Tracy Morgan) and Jenna (Jane Krakowski) that "TGS" needs to make immediate adjustments to become more relatable. In an effort to do their part, Jenna decides to makeover her image, while Tracy attempts to regain touch with the common man. In the meantime, Jack sends Liz and Pete (Scott Adsit) on a mission to scout new "TGS" talent while Kenneth (Jack McBrayer) leads a Page strike. Steve Buscemi (*Youth in Revolt*) guest stars. Judah Friedlander and Keith Powell also star.

CitytvTM television stations in Toronto, Vancouver, Calgary, Edmonton and Winnipeg offer viewers intensely-local, urban-oriented, culturally-diverse television programming. A distinct alternative to other conventional television stations, **Citytv** engages its viewers with dynamic on-air personalities and delivers an entertaining mix of news, local-interactive formats such as: Breakfast Television and CityLine; as well as local Canadian and US acquired prime time entertainment programming. **Citytv** is a part of Rogers Broadcasting Limited, a division of Rogers Communications Inc. (TSX: RCI and NYSE: RCI) which is a diversified Canadian communications and media company. For more information on **Citytv** stations and programming, visit www.Citytv.com

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