



FOR IMMEDIATE RELEASE:

**Citytv Restructures Television Operations  
To Improve Business and Better Serve Audiences**

(Toronto – January 19, 2010) Citytv announced today a restructuring of its television operations in order to focus on areas of the business that deliver the best results and better serve changing audience patterns.

*“Today’s changes, although difficult, are necessary to align our operations with the economic and regulatory realities of our industry,”* says Leslie Sole, CEO, Rogers Media Television. *“We are improving our core business by tightening our operations and concentrating on the strengths of our top performing local programs.”*

Citytv will continue to produce *Breakfast Television* and *CityLine* for all markets and *CityNews at Six* and *CityNews Tonight* in Toronto. Shifting viewer patterns coupled with the overall state of the economy required the company to rethink its programming lineup.

*“We believe in local television,”* commented Jamie Haggarty, EVP Television Operations, Rogers Media Television. *“We remain committed to innovation and development of our stations to increase our impact on our local markets. We will focus on quality over quantity.”*

**Citytv™** 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 [Citytv.com](http://Citytv.com).

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