



FOR IMMEDIATE RELEASE:

3.8 Million Viewers in Ontario Rang in the New Year on Citytv
-25th Annual Live Broadcast, **Citytv New Year's Bash, 2010** Draws Record Audience-

(Toronto – January 5, 2010) **Citytv** drew in record audiences on New Year's Eve as 3.8 million viewers (2+ total reach) in Ontario tuned-in and celebrated the new decade with Citytv New Year's Bash, 2010, up 93% from last year.

During its broadcast peak at midnight, the 25th annual **Citytv New Year's Bash** captured a 52% audience share (A18-49) in Toronto representing 682,000 viewers. The Citytv New Year's Bash also streamed live on Citytv.com and doubled its page views over last year.

Hosted by **Citytv** personalities Gord Martineau, Tracy Moore, Kevin Frankish and Dina Pugliese, highlights of the live broadcast included performances from Canadian superstars Anjulie, Jarvis Church, Kardinal Offishall, Karl Wolf, Faber Drive, The Mission District and the cast of ROCK OF AGES.

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 www.Citytv.com.

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