



FOR IMMEDIATE RELEASE:

ROGERS MEDIA ANNOUNCES LAUNCH OF NEW TORONTO 24-HOUR *CITYNEWS CHANNEL*, FALL 2011

An innovative news channel integrating resources from television, radio, digital, and publishing platforms from across Rogers

(Toronto – May 30, 2011) Scott Moore, President, Rogers Broadcasting Ltd., announced today that Rogers will be launching ***CityNews Channel***, a new 24-hour, interactive, local news channel in Toronto.

“We’re taking the number one news radio format in Canada, *680 News*, and bringing it to television under the brand of *CityNews Channel*,” commented Scott Moore, President, Rogers Broadcasting Ltd. “By incorporating our trailblazing and trusted news brands from *CityNews*, *680 News*, and publishing - including Canada’s most trusted news magazine, *Maclean’s* – *CityNews Channel* is poised to be the destination local news channel.”

CityNews Channel will be available to digital cable subscribers this October and will feature an enriched and interactive screen format.

“Our *CityNews* team has the strongest local news pedigree in Canada,” added Jamie Haggarty, Executive Vice-President, Television Operations, Rogers Media Television. “*CityNews Channel* will take all news television to the next level combining our trusted news personalities with content from across all Rogers Media platforms.”

Local television remains a vital source of news and information and ***CityNews Channel*** will play an active role in keeping viewers well informed on a minute-by-minute, hour-by-hour basis with unique, integrated coverage on both the breaking news and in-depth stories that matter most.

About Rogers Media Inc.

Rogers Media Inc., a division of Rogers Communications Inc., (TSX: RCI; NYSE: RCI), operates Rogers Broadcasting and Rogers Publishing. Rogers Broadcasting has 55 AM and FM radio stations across Canada. Television properties include 5 Citytv stations as well as 5 OMNI multicultural television stations, Rogers Sportsnet consisting of four regional channels and the nationally distributed Sportsnet ONE, and the Shopping Channel, a televised and Internet shopping service. Rogers Publishing produces many well-known consumer magazines such as *Maclean's*, *Chatelaine*, *Flare*, *L'actualité* and *Canadian Business*, and is the leading publisher of a number of industry, medical and financial publications. All media properties are integrated with their own popular web sites. Rogers Media also owns The Toronto Blue Jays Baseball Club and Rogers Centre, a year-round sports and entertainment facility.

Media Contact:

Michelle Lomack, Rogers Media Television, 416-764-3190,
Michelle.Lomack@rci.rogers.com

Koreen Ott, Rogers Media Television, 416-764-3250, Koreen.Ott@rci.rogers.com

