

Media Alert

For Immediate Release
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ANDPOP.COM TAKES POP CULTURE SITE TO NEW HEIGHTS

Relaunch Positions Site for Maximum Premium Video Content

(Toronto, Canada) Today Channel Zero Digital announced ANDPOP's relaunch as part of its continued commitment to building its presence in the digital community.

ANDPOP.com is one of Canada's leading video pop culture websites, featuring the latest in breaking news and high quality video content. Targeting a new generation of teenage pop culture addicts, ANDPOP.com offers access to some of the world's top celebrities, including One Direction, Justin Bieber and Daniel Radcliffe. ANDPOP.com produces a roster of video programming including Small Talk, Way Back When, and Talking Sh*t.

The relaunch of ANDPOP.com includes increased premium video production featured in its very own video player, allowing original content to be displayed in high quality and with seamless functionality. Additionally, ANDPOP.com has been created using responsive design, making for a fantastic user experience across all platforms. The ANDPOP team has also developed a variety of social integrations to better connect ANDPOP with its fans.

"We're adding more premium video content to ANDPOP.com each day and our audience just eats it up!" said Robert Ostfield, Managing Director, Channel Zero Digital. "Our product fills a gap in the online space that the teenage demographic is looking for. The audience keeps coming back for more because our content creators share the same passion for pop culture as our viewers, allowing our producers to create and share extremely relevant content."

"The new and improved ANDPOP.com gives advertisers more opportunities to place their brand directly into the content their target is watching," said Carlos Herranz, Digital Sales Manager, Channel Zero Digital. "Due to the high volume of premium video content our team produces, advertisers have a wide range of opportunities for product placement and integration."

A standout example of Channel Zero Digital's approach to creating customized solutions for advertisers on ANDPOP.com can be seen at www.channelzerodigital.com/solutions.html. The challenge: sell a new line of *Toshiba* laptops to the university market. The solution: product integration into custom music content. The results were an empowered, engaged audience that translated into not just customers, but influencers. Other recent advertisers on Channel Zero Digital include Universal Music, Warner Music Group, Molson Canadian, Honda, General Motors, Nikon, and Walmart.

Earlier this Fall, Channel Zero Digital entered into a partnership with *Crackle* to be its exclusive Canadian direct sales agent. "This partnership speaks to Channel Zero's continued commitment to offering premium video opportunities for advertisers. By leveraging *Crackle* inventory with popular content on www.ANDPOP.com, www.ChartAttack.com and www.CHCH.com, Channel Zero Digital can give Canadian brands access to millions of premium video impressions across North America every month," concluded Carlos.

ANDPOP reaches over a million viewers and listeners across North America every month through its website and syndication partners including YouTube and PlayTaxi Media.

Please visit www.ANDPOP.com and www.channelzerodigital.com.

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About Channel Zero Inc.

Channel Zero is an independent Canadian media company that owns over-the-air channel CHCH Ontario and a growing bouquet of specialty channels including Rewind, Silver Screen Classics and Fight Now! TV – the first 24/7 combat sports channel to air in the U.S. The company is parent to Channel Zero Digital, which owns popular sites Andpop and ChartAttack, and the digital companions of its broadcast brands. Channel Zero World Media operates Bollywood Times, Mehndi TV and Halla Bol – Canada’s first South Asian HD TV channels. Channel Zero also operates Ouat Media, an Academy Award® winning film sales and distribution company. For more information, please visit www.tvchannelzero.com.