

Media Alert
For Immediate Release
January 16, 2014



South Asian Kids Can Now Stroll Down Sesame Street

North America's 1st South Asian Kids TV Channel Launches on Bell Fibe TV Free Preview now through February 20

(Toronto, Canada) Channel Zero World Media is pleased to announce the arrival of **Halla Bol Kids TV on Bell Fibe TV Channel 670**. For the first time, South Asian children's programming, such as *Galli Galli Sim Sim* – the Hindi language adaptation of the American children's television series *Sesame Street* – is available in Canada.

"We're very pleased that Bell Fibe TV is making Halla Bol available to South Asian families in Ontario and Québec," said Ron Maitra, Managing Director, Channel Zero World Media. "The launch of this channel meets the demands of South Asian families living in North America who want their children to grow up connected to their heritage, and Bell is the first to offer this first-of-its-kind channel as part of its ethnic programming line-up."

Halla Bol's programming primarily caters to children two to 10 years old, but its multi-genre schedule provides appeal for the entire family. The channel's cultural line-up features programming such as *Amar Chitra Katha*, *The New Adventures of Hanuman*, an extensive library of children's films; as well as mainstream children's shows watched by millions of kids around the world, including top international properties such as *Harry and His Bucket Full of Dinosaurs* and *Meteor And Mighty Monster Trucks*, just to name a few. Halla Bol showcases the world's best in-class programs in Hindi, Punjabi and Urdu.

This one-of-a-kind TV channel and web site companion provide a unique opportunity for advertisers wanting to reach South Asian families. Traditional advertising and customized integration opportunities are available.

For more information, please visit www.hallabol.ca

 www.facebook.com/hallabolTV

To subscribe, visit www.bell.ca/Fibe-TV or call 1-888-759-3474

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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.