

Media Alert
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Amanda Lang, Canada's Leading Business News Anchor, Joins Bloomberg TV Canada

(Toronto, Ontario) Bloomberg TV Canada is pleased to announce that Amanda Lang has joined its rapidly growing all-star team of talent as a producer and host of *Bloomberg North*. This half hour show will dissect local and global business news with Canadian heavyweights. *Bloomberg North* will debut in the first quarter of 2016 and will air weekdays at 6pm ET.

“At the core of Bloomberg TV Canada is quality locally produced business news that’s important and relevant to Canadians,” said Mike Katrycz, Vice President News, Channel Zero. “Amanda’s strength as one of this country’s top business journalists will play a key role in delivering this. We’re very happy to have her on our team.”

For six years Lang was CBC’s senior business correspondent, reporting for its flagship nightly news program, *The National*, and host of *The Exchange with Amanda Lang*, a daily business program airing on CBC News Network. Lang has interviewed many of the world’s leading business and political figures, covering in depth technology, the dot-com asset bubble, the credit crisis and great recession, and the Euro-zone crisis. Her knowledge and experience bring unique context to the business stories and the characters in the business world. Lang is also a published author, and lays claim to the best-selling book “The Power of Why” (HarperCollins, October 2012). When she is not on the desk of *Bloomberg North*, she will continue working on her second book, which will be published in the fall of 2016.

Bloomberg TV Canada, the 24/7 Canadian business and financial news television channel operated by Channel Zero, will launch on November 16th, and will be available across the country via most television providers. Recent hires include the appointment of Pamela Ritchie as Anchor of *The Daily Brief* and Michael Bancroft as Executive Producer of the channel. Further talent announcements will follow in the coming weeks.

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About Bloomberg TV Canada

Bloomberg, the global business and financial news and data leader, and Channel Zero, an independent Canadian media company, formed an agreement to launch a Canadian business news television channel, *Bloomberg TV Canada*. The new channel will provide 24/7 Bloomberg global market coverage, as well as Canadian business and financial news and will be broadcast from a brand new, state-of-the-art high-definition (HD) studio in the heart of Toronto's financial district.

Backed by Bloomberg News' award-winning journalists in Canada, the programming will feature industry leading economic data and analysis derived from the Bloomberg Professional service -- the leading platform used by more than 325,000 financial professionals globally. Live, market-moving reports will also come from

the company's 2,400 journalists in 150 news bureaus across 73 countries, including Bloomberg's six news bureaus in Toronto, Ottawa, Calgary, Montreal, Vancouver and Winnipeg. Viewers can also expect live coverage from the TMX Broadcast Centre at Toronto Stock Exchange as well as in-depth interviews with top Canadian newsmakers and executives.

For more information or interviews, please contact:

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