

Media Alert
For Immediate Release
October 13, 2015

Bloomberg
TV CANADA

Pamela Ritchie Joins Bloomberg TV Canada ***The Daily Brief* debuts November 16**

(Toronto, Canada) Bloomberg TV Canada, the soon-to-be-launched 24/7 Canadian business and financial news television channel operated by Channel Zero, today announced its official launch will take place on November 16, 2015, and the first of several talent appointments, Pamela Ritchie has joined as Anchor of *The Daily Brief*.

Pamela Ritchie, an experienced financial reporter skilled at hosting fast-paced, live, breaking-news programs through the opening and close of trade, has joined Bloomberg TV Canada full time as Anchor of *The Daily Brief*. The one-hour program provides an in-depth look at the day's market action and where investors find value. *The Daily Brief* will air weekdays at 4pm ET/1pm PT on Bloomberg TV Canada starting November 16.

"We are delighted to have Pamela at Bloomberg TV Canada," stated Mike Katrycz, Vice President News, Channel Zero. "Her knowledge and experience in the financial sector is a perfect fit for Bloomberg, and she sets the bar for the all-star talent line-up we're assembling for the channel."

Prior to joining Bloomberg TV Canada, Ritchie anchored BNN's flagship morning show 'The Street'. With access to so many top lawmakers, and with her particular interest in The Middle East and International Affairs, Ritchie brings a unique perspective when discussing today's political economy and its impact on the market.

Michael Bancroft joins Bloomberg TV Canada as Executive Producer after working for leading broadcasters including CBS, CNBC, ABC, Network Ten and BNN. He previously led the team behind the most watched tech program in Canada, the internationally distributed digital lifestyle TV show App Central for the CTV Television Network. Bancroft has experienced all sides of a television production as a writer, producer, presenter, and news anchor having covered everything from red carpets in Los Angeles to the jungles of Rwanda.

For updates, follow:

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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 320,000 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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