



Aboriginal Peoples
Television Network

MEDIA ADVISORY

www.aptn.ca
January 14, 2010

APTN HIGH DEFINITION CHANNEL ADDED TO VIDEOTRON LINEUP

Aboriginal Peoples Television Network (APTN) is pleased to announce its high definition channel APTN HD is now available to Videotron subscribers in Quebec on channel 625.

APTN HD will allow Videotron subscribers to view much of the same original programming as seen on the network's standard definition channel, including APTN National News and 'live' special event programming, in the highest quality broadcast standard that is available today.

High definition television signals contain more picture information and a higher quality sound than the standard television signal. This technology uses higher resolutions to produce a clearer picture, which enables viewers to watch programming in an enhanced format.

"APTN is excited for the Videotron launch of our high definition channel," said Sky Bridges, APTN Director of Marketing. "Being able to deliver the programming APTN viewers have come to know and enjoy in this new high grade format, to an even larger audience is very significant of our growth and development as a network."

"Videotron is pleased to make APTN HD available to more than 1.8 million customers, offering them a unique window on the cultural history of Aboriginal peoples," said Myrienne Collin, Vice President, Marketing, Consumer Sector, of Videotron. "Videotron is continuing its efforts to provide the best entertainment experience by delivering diverse, high-calibre programming."

APTN initially launched its new high definition channel on April 1, 2008. APTN's standard definition channel remains unchanged and will continue to be available to

Videotron subscribers of Quebec on channel 25. (Videotron offers the service to 1.8 M households in the province)

About APTN:

September 1, 2009 marked the 10-year anniversary of the launch of the first national Aboriginal television network in the world with programming by, for and about Aboriginal Peoples to share with all Canadians and viewers around the world. APTN is available in approximately 10 million Canadian households and commercial establishments with cable, direct-to-home satellite (DTH), telco-delivered and fixed wireless television service providers. The network launched its high definition channel APTNHD in the spring of 2008. APTN does not receive government funding for operations but generates revenue through subscriber fees, advertising sales and strategic partnerships. APTN broadcasts programming with 56% offered in English, 16% in French and 28% in Aboriginal languages. For program schedule or for more information, please contact APTN at (204) 947-9331 or toll-free at 1-888-278-8862, or visit the website at www.aptn.ca.

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For further information, contact:

Sylvia Kolopenuk
Manager of Communications
APTN
(204) 947-9331 ext. 339
skolopenuk@aptn.ca