



FRENCH-LANGUAGE TELETOON RETRO TO LAUNCH WITH BROADVIEW

Multi-Channel Broadcast Management Functionality Eases Expansion

TORONTO, ON – September 4, 2008 – TELETOON Canada inc., the Canadian animation network, continues to expand on the solid foundation of BroadView Software's suite of broadcast management systems. With BroadView, TELETOON is able to scale its operation and leverage its brand while staying focused on programming and marketing instead of technical infrastructure.

Building on the success of TELETOON Retro, a channel featuring cartoon classics beloved by Baby Boomers, the new French-language version will begin distribution on September 4, 2008. With BroadView's innovative IT-based technology, adding a channel to take advantage of such market opportunities is simple and economical. Such scalability is a stark contrast to traditional broadcast systems that require a ground-up build out of a redundant, standalone operation that is both hardware and human resource intensive.

"TELETOON is a prime example of the benefits of the BroadView platform for progressive media companies seeking to expand into new markets and take advantage of new opportunities," said Michael Atkin, BroadView Founding Partner and President. "BroadView's comprehensive suite of offerings from programming, traffic and billing to VOD allows TELETOON to build out its cable network and multiplatform distribution without having to rethink or retool its infrastructure."

TELETOON, first launched in 1997, is a longstanding BroadView Software client. In part, the network's selection of BroadView for its media management systems came from appreciating the needs of the emerging multiplatform media business. By leveraging BroadView's multi-channel functionality, TELETOON is able to expand into this rich, wide-appeal market without a major infrastructure investment.

Adding a channel or feed is vastly simplified since BroadView's integrated program scheduling, rights management, traffic and billing plus media library capabilities are designed with this in mind. Traditional methodologies might require an entirely new, standalone operation simply to add a channel.

Here, BroadView integrates the needs of the new channel to the other broadcast technologies in place at master control. In addition, the TELETOON sales team relies on reports that allow team members to view all sales and pacing figures for each network individually at a glance, then to see how they compare in a "roll up"

fashion. Adding the French-language TELETOON Retro simply builds on this foundation. New salespeople are added, not a new team and system to manage them.

TELETOON first implemented the Broadview platform almost a decade ago and has grown significantly since that time to become one of the largest specialty networks - all the while using BroadView's programming, traffic and sales tools to help in their growth.

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About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for more than two decades. Its products provide television operations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, media, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit <http://www.BroadViewSoftware.com>.

About TELETOON

TELETOON Canada brings kids, youth and adults the best in animated entertainment with four nationwide specialty television channels, TELETOON English and French and TELETOON Retro English and French. Founded in 1997, TELETOON Canada inc. is owned by Astral Media (50%) and Corus Entertainment (50%).

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