



PUBLICITAD MEDIA TO SUPPORT DR CLOWN IN ITS 2010 FUNDRAISING CAMPAIGN

Montreal, November 26, 2009 – Together with its participating shopping malls, Publicitad media is proud to support Dr Clown, a Quebec charitable organization active in Montreal, Quebec City and Toronto. Believing sincerely in the need to support this cause, Publicitad media will be using its digital audio platform to broadcast a message to raise awareness among shoppers in its participating malls. You can listen to this message created by the Syllabes agency at www.publicitad.com/doc/dr_clown_2009.mp3. Astral Media Radio, Corus, RNC Media and CJPX Radio Classique will also be broadcasting this message on their airwaves.

The message will be broadcast throughout the first two weeks of December 2009. A second broadcast period is planned for March and May 2010.

About Dr Clown

Dr Clown brightens the lives of hospitalized patients with its regular and professional programs of therapeutic clowning, which bring artists and patients together in an atmosphere of imagination and fun. With the support of its enthusiastic partners, professional and specially trained artists work together with healthcare establishments to integrate therapeutic clowning into the humanization of care. More information at www.drclown.ca.

About Publicitad media

Founded in 2003, Publicitad media provides shopping malls with personalized musical and promotional services to optimize the shopping experience and promote patronage. Supported by a specialized audio marketing team, Publicitad media's network provides digital audio broadcasting for events and periodic activities.

The Publicitad media network is constantly expanding and currently includes 42 malls in Quebec and Ontario. Its network makes it possible for retailers and other advertisers to target more than 3.5 million consumers per week, directly on the shopping site. With its full services in acquisition and customer loyalty strategies and creative audio advertising, Publicitad media is the largest advertising network of its kind in Canada.