

\*Please note that the broadcast time for the Genie Awards on E! and IFC March 3 is **10pm ET/PT\*\***

FOR IMMEDIATE RELEASE

E! - Canada's Destination for Everything Entertainment

**E! PRESENTS**

**THE 28th ANNUAL GENIE AWARDS BROADCAST  
HONOURING THE GREATEST ACHIEVEMENTS IN CANADIAN FILM**

**MONDAY, MARCH 3, 2008 - 10pm ET/PT on E! and IFC**

(CALGARY - February 12, 2008) - E! is proud to broadcast the 28th annual Genie Awards from the Metro Toronto Convention Centre on **Monday, March 3 at 10pm ET/PT (S/IFC)**. As an essential destination for entertainment fans in Canada, E! is thrilled to bring viewers this one-hour special honouring the outstanding achievements in Canadian film over the past year. In addition to E!, film buffs can catch the Genie Awards broadcast on IFC, the network that brings viewers the films everyone raves about.

"We are passionate in our dedication to supporting and showcasing the high caliber entertainment that this country produces on both the small and big screen," said Christine Shipton, SVP, Drama and Factual Content, Canwest Broadcasting. "With so much international recognition, 2007 was an exceptional year for Canadian film and Canwest is proud to bring this celebration of our homegrown filmmaking talent to viewers."

According to Sara Morton, CEO for the Academy of Canadian Cinema and Television, the move to the E! television network and IFC is a great fit with the Academy's mandate to celebrate Canadian talent. "E! is recognized for its entertainment coverage, including film and television, award shows, celebrities, news, and fashion," stated Morton. "The Genie Awards are a glamorous, star-studded celebration of Canadian film and E! is the perfect home for the Genies."

Leading Genie-nominated films this year include *Eastern Promises* and *Shake Hands With the Devil*, both with 12 nominations followed by *Away From Her* with seven, The

Tracey Fragments, with six, *Continental*, a *Film Without Guns* and *Silk*, both with five and Denys Arcand's *Days of Darkness* with four nominations.

### **About E! and IFC**

E! and IFC are Canwest Broadcasting networks.

### **About Canwest Broadcasting:**

Canwest Broadcasting operates two conventional television networks, Global Television and E!, and twenty-one of the country's most popular specialty channels, including HGTV, Mystery TV, National Geographic Channel, Showcase, Slice™ and TVtropolis. Canwest Broadcasting is a division of Canwest Media Inc.

### **About Canwest Media Inc.**

Canwest Media Inc is a subsidiary of Canwest Global Communications Corp. ([www.canwest.com](http://www.canwest.com); TSX: CGS and CGS.A). An international media company, Canwest is Canada's largest publisher of paid English language daily newspapers and owns, operates and/or holds substantial interests in conventional television, out-of-home advertising, specialty cable channels, web sites and radio stations in Canada, New Zealand, Australia, Turkey, Indonesia, Singapore, the United Kingdom and the United States.

### **About the Academy of Canadian Cinema & Television (ACCT)**

The ACCT is a national, non-profit, professional association dedicated to the promotion, recognition and celebration of exceptional achievements in the Canadian film and television industries. Created in 1979, and today unifying almost 4,000 industry professionals across Canada, the Academy has become a vital and integral force in the industry.

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