

FOR IMMEDIATE RELEASE

Canwest, CBC, Astral, and Corus team up to celebrate 30th Annual Genie Awards

Movie fans across Canada and around the world will have multiple opportunities to tune in to this year's celebration of Canadian film.

TORONTO, March 15, 2010 — The Academy of Canadian Cinema & Television is proud to announce that the 30th Annual Genie Awards will be broadcast live on Canwest-owned **Independent Film Channel** and via live webcast on **CBC.ca** on **Monday, April 12, 2010 at 9:00pm EDT**. Additionally, the show will be re-broadcast on Astral Media's **The Movie Network** and Corus Entertainment's **Movie Central** at a later date.

"This year's Genie Awards broadcast will be an unprecedented collaboration among some of Canada's major broadcasters – a truly amazing way to celebrate the Award's 30th anniversary," says Sara Morton, CEO of the Academy of Canadian Cinema & Television. "Presenting the Genie Awards in partnership with multiple networks, on television and online, will enable us to celebrate with a remarkably broad and diverse audience of movie fans here in Canada and around the world. We are as committed as ever to building audiences for Canadian films and we are thrilled that Canwest, CBC, Astral, and Corus are joining us in this effort."

"Canwest is committed to supporting independent film in Canada and is proud to be bringing the Genie Awards ceremony to our audience," says Daniel Eves, VP, Strategic Programming, Specialty, Canwest Broadcasting.

The addition of a live webcast of the awards show is a first in the Academy's history and will provide an opportunity for viewers outside of Canada to engage with the gala presentation.

"CBC is proud to participate in this wonderful celebration of Canadian cinema," remarks Kirstine Stewart, General Manager, CBC Television, "and to continue to support and nurture the talent that is contributing to the growing success of our film and television industry."

To celebrate the 30th anniversary of the Genie Awards, a one-hour special paying tribute to three decades of celebrating Canadian filmmaking is also in the works and will air on **CBC** this fall, as well as **CBC's** digital specialty channel, **bold**.

Re-broadcasts of the 30th Annual Genie Awards show on **TMN** and **Movie Central** will continue the momentum of celebrating this year's nominees and winners.

"Astral Media is the largest private investor in Canadian feature films and our pay-television network, **The Movie Network**, licenses virtually all Canadian feature-length theatrical films," says Kevin Wright, Senior Vice President, Programming, Astral Television Networks. "We are thrilled to participate in the Genie Awards this year as an extension of our long-standing commitment to Canadian film and will celebrate and showcase the achievements of filmmakers by featuring the award show on air, on demand and online."



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www.genieawards.ca

The Genie Award statuette was created by Sorel Etrog.
Le trophée Génie a été conçu par Sorel Etrog.

ACADEMY OF CANADIAN CINEMA & TELEVISION / ACADÉMIE CANADIENNE DU CINÉMA ET DE LA TÉLÉVISION



"Movie Central takes great pride in being a key platform beyond theatrical for Canadian filmmakers to showcase their independent films in this country," says Erica Benson, Vice President Programming for Movie Central, Corus Entertainment. "Partnering with the Academy on the broadcast of the Genies this year offers another way for us to show our support, as well as celebrate and highlight the extraordinary calibre of creative talent that Canada's film community is producing."

Additional details, including airdates on TMN and Movie Central, will be announced in the coming weeks.

For the complete list of nominations and information about this year's awards show, visit www.genieawards.ca.

About the ACCT:

Established in 1979, the Academy of Canadian Cinema & Television is a national, non-profit, professional association dedicated to the promotion, recognition, and celebration of exceptional achievements in Canadian film and television. Unifying professionals across Canada, the ACCT is a vital and integral force, representing all areas of the film and television industries.

- 30 -

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