



PRESS RELEASE

FOR IMMEDIATE RELEASE

ROGERS TELEVISION PARTNERS WITH NEW 'AAA' HOCKEY LEAGUE

Thursday, October 18, 2007 [OTTAWA] – Rogers Television is pleased to announce its new partnership with the Ottawa Senators AAA Hockey Association and the Ottawa Jr. 67's AAA Hockey Club. As part of the partnership, Rogers Television will broadcast exclusive coverage of AAA regular season and playoff games from the Sensplex.

AAA hockey is the latest addition to Rogers Television's proud tradition of extensive local sports coverage. "The partnership with this new league reflects our commitment to local sports. These games are a great opportunity to see tomorrow's stars, today, as many of these players will be moving on to the OHL and CJHL," says Colette Watson, Vice-President of Rogers Television.

For the Ottawa 67's, the partnership means new opportunities for young players. "The Ottawa Jr. 67's AAA Hockey Club, our players and coaches are extremely excited about our partnership with Rogers Television for the upcoming season. Rogers Television will provide the newly formed ODMHA AAA League with the opportunity to showcase our teams and individual players throughout the Ottawa area on Rogers Cable 22," explains Neil Ferguson, President of the Ottawa Jr. 67's AAA Hockey Club.

The arrival of AAA hockey has brought a great deal of excitement to the Ottawa hockey scene. This inaugural season in the Ottawa area provides a chance for elite players to consistently face opponents with comparable skill level. Many of these players will be drafted to the Ontario Hockey League (OHL) and Central Junior Hockey League (CJHL).

Greg Clarke, President of Ottawa Senators AAA Hockey Association adds, "In the end, the talented young players benefit most from our new partnership with Rogers Television. The additional exposure they'll receive from this TV coverage plus the experience of intermission interviews will further their development."

'AAA' Broadcast Schedule

GAME DATE	TEAMS	BROADCAST DATE & TIME
Sunday, October 21	Major Bantam Ottawa 67's vs. Upper Canada Cyclones	Sunday, October 21 at 8:30PM Tuesday, October 23 at 7:00PM (repeat)
Sunday, November 4	Minor Midget Ottawa Senators vs. Minor Midget Ottawa 67's	Monday, November 5 at 4:30PM Tuesday, November 6 at 7:00PM (repeat)
Sunday, November 11	Major Midget Ottawa 67's vs. Upper Canada Cyclones	Sunday, November 11 at 9:00PM Tuesday, November 13 at 7:00PM (repeat)
Sunday, November 18	Minor Bantam Ottawa 67's vs. Minor Bantam Ottawa Senators	Sunday, November 18 at 9:00PM Tuesday, November 20 at 7:00PM (repeat)
Thursday, November 29	Major Midget Ottawa Senators vs. Eastern Ontario Wild	Friday, November 30 at 5:00PM Saturday, December 1 at 2:00PM (repeat)
Sunday, December 9	Minor Bantam Ottawa 67's vs. Minor Bantam Ottawa Senators	Sunday, December 9 at 8:30PM Tuesday, December 11 at 7:00PM (repeat)

Thursday, January 3	Minor Bantam Ottawa Senators vs. Ottawa Valley Titans Minor Midget Ottawa Senators vs. Eastern Ontario Wild	January – TBA
Sunday, January 13	Minor Midget Ottawa 67's vs. Upper Canada Cyclones	Sunday, January 13 at 9:00PM Tuesday, January 15 at 7:00PM (repeat)

Rogers Television provides local programming about your world right now. Every year, our stations produce over 12,000 hours of informative local programming; reinforcing Rogers Cable's commitment to the communities we serve. Rogers Television is a service available exclusively to cable customers as part of the basic service of Rogers Cable Communications Inc., Canada's largest cable company, delivering high quality entertainment, information and communication services to 2.2 million customers in Ontario, New Brunswick and Newfoundland. Rogers Television 22 serves the Ottawa community. For more information, visit www.rogerstelevision.com

For more information contact:

Jennifer Vuong
Publicity Officer
Phone: (613) 759-8632
E-mail: Jennifer.Vuong@rci.rogers.com