

FOR IMMEDIATE RELEASE

CANADA'S POWER HOUR NOW IN HIGH DEFINITION

**ENTERTAINMENT TONIGHT JOINS ET CANADA IN HD –
THE NATION'S MOST WATCHED ENTERTAINMENT NEWS HOUR
KICKS OFF SEASON THREE IN STYLE**

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(TORONTO – September 16, 2008) – Canada's entertainment power hour now in **High Definition**. *ET Canada* and *Entertainment Tonight* get up close and personal in High Def as *ET* joins its Canadian counterpart on this technological evolution.

Already in High Definition since Spring 2008, Canada's #1 entertainment news magazine begins broadcasting directly this week from their newly designed studio, where *ET Canada* Host Cheryl Hickey and Co-Host Rick Campanelli step onto the refurbished set now fully equipped for viewing in HD.

With over 30 Sharp AQUOS LCD flat panel monitors and the most cutting edge lighting systems on the market, this home away from home for Hollywood elite has never looked better.

"It's one of the biggest and brightest sets in the country," said Tamara Simoneau, Sr. Executive Producer, *ET Canada*. "We're all thrilled about this new amazing platform, and our team already feels right at home."

Leading the way as the first Canadian entertainment news magazine to switch into HD broadcast, *ET Canada* crews have been working around the clock in anticipation of this week's reveal - the latest strategic move by Canwest Broadcasting to its overall progression to HD.

"We're really excited to partner with *ET Canada* on this re-design and proud that they chose AQUOS LCD TVs to bring the HD experience home," said Chris Matto, Senior Brand Manager at Sharp Canada.

ET Canada airs Monday to Friday on Global Television at 7pm ET/7:30pm PT.

Global Television is a Canwest Broadcasting network.

About Canwest Broadcasting:

Canwest Broadcasting operates two conventional television networks, Global Television and E!, and twenty 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; 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 Entertainment Tonight Canada

Launched in September 2005, Entertainment Tonight Canada is the country's pre-eminent source for entertainment and celebrity news. Over a half a million loyal viewers tune in nationally each night for ET Canada's in-depth celebrity profiles, breaking news coverage, and behind-the-scenes exclusives. Together with Entertainment Tonight, this "power-hour" is the number one entertainment news authority for Canadians. ET Canada is produced by Canwest for Global Television in association with Paramount Domestic Television. Tamara Simoneau is Senior Executive Producer. Visit us online at www.etcanada.com.

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