



TSN Broadband and BMW Canada Partner to Provide Exclusive Live Canadian Coverage of *America's Cup*

-- TSN to air recap of *Louis Vuitton Cup* semifinals/finals and *America's Cup Match* --

Toronto, ON (May 28, 2007) – TSN Broadband becomes the No. 1 destination for yachting enthusiasts, as TSN today announced a groundbreaking agreement with BMW Canada that provides TSN Broadband with exclusive live Canadian coverage of the world's most prestigious sailing regatta – the 32nd *America's Cup*, from Valencia, Spain.

This marks the first time a Canadian sports broadband network has secured exclusive live rights to an entire major national or international sporting event.

TSN Broadband will provide live coverage of each race from the *Louis Vuitton Cup* Final, which begins on June 1, followed by the *America's Cup Match*, beginning June 23. All races begin at 8:30 a.m. ET (see broadcast schedule below). In addition to the live coverage, each race will also be available on-demand at www.TSN.ca on a special customized TSN Broadband player. BMW Canada is the presenting sponsor of the coverage and fans will also be able to access the *America's Cup* on TSN Broadband via www.BMW.ca.

“For TSN Broadband to be the exclusive Canadian home of a marquee international sporting event is a testament to the growth of live sports video streaming and the popularity and evolution of the CTV Broadband Network,” said Kris Faibish, Vice-President, CTV Digital Media. “We’re thrilled to partner with BMW Canada and provide live coverage on TSN Broadband of an event that would have otherwise been unavailable to viewers in Canada.”

TSN Broadband is also offering an on-demand collection of short sailing features that chronicle the BMW Oracle Racing team as it tried to secure a berth in the *America's Cup Match*. Topics include the engineering/design of the BMW Oracle boat, how the team prepares for changing weather, a look at the individual functions on board the yacht and a brief history of the *America's Cup*.

BMW played a significant role in the development of the new BMW Oracle yachts, USA 87 and USA 98, which were used in Valencia. In addition to providing financial and marketing support, BMW offered technological competence and know-how, especially in the field of intelligent lightweight construction.

“The *America's Cup* is synonymous with challenge, innovative technology, teamwork, tactics and elegance – attributes which are very much in line with the BMW philosophy,”

said Lindsay Duffield, President and CEO, BMW Group Canada. “Accordingly, we are pleased to present *America’s Cup* sailing to Canadians on TSN Broadband.”

Augmenting the coverage on TSN Broadband, TSN will televise 4 hours of highlight shows, including a pair of one-hour *Louis Vuitton Cup* shows recapping the semifinals and final (June 3 at 1 p.m. ET and June 23 at 1 p.m. ET respectively), as well as a two-hour recap of the *America’s Cup Match* (July 15 at 11 a.m. ET).

Both the *Louis Vuitton Cup* Final and *America’s Cup Match* use a best-of-9 format, with the first team to win 5 races declared the winner. The winner of the *Louis Vuitton Cup* Final between Italy’s *Luna Rossa Challenge* and Emirates *Team New Zealand* becomes the “Challenger” and moves on to face *Alinghi* (the “Defender” of the *America’s Cup*) in the *America’s Cup Match*. Each race consists of two boats going head-to-head in an upwind/downwind course.

With its win in 2003, *Alinghi* became the first European team ever to win the *America’s Cup*. The ‘Auld Mug’ is the oldest trophy in international sport, pre-dating even the modern Olympic Games by 45 years. The Swiss-based team boasts some Canadian content, with its mid-bowman Curtis Blewett hailing from Kelowna, B.C.

As the official new media provider for the 32nd *America’s Cup*, Alcatel-Lucent is enabling sailing fans around the world to watch the action live via the Internet on media players, including TSN Broadband in Canada.

TSN Broadband’s live schedule for the 32nd *America’s Cup* is as follows (note: all races will be available on-demand upon their completion):

Louis Vuitton Cup Final

- Race #1: Friday, June 1 at 8:30 a.m. ET
- Race #2: Saturday, June 2 at 8:30 a.m. ET
- Race #3: Sunday, June 3 at 8:30 a.m. ET
- Race #4: Tuesday, June 5 at 8:30 a.m. ET
- Race #5: Wednesday, June 6 at 8:30 a.m. ET
- Race #6 (if necessary): Friday, June 8 at 8:30 a.m. ET
- Race #7 (if necessary): Saturday, June 9 at 8:30 a.m. ET
- Race #8 (if necessary): Sunday, June 10 at 8:30 a.m. ET
- Race #9 (if necessary): Monday, June 11 at 8:30 a.m. ET

America’s Cup Match

- Race #1: Saturday, June 23 at 8:30 a.m. ET
- Race #2: Sunday, June 24 at 8:30 a.m. ET
- Race #3: Tuesday, June 26 at 8:30 a.m. ET
- Race #4: Wednesday, June 27 at 8:30 a.m. ET
- Race #5: Friday, June 29 at 8:30 a.m. ET
- Race #6 (if necessary): Saturday, June 30 at 8:30 a.m. ET
- Race #7 (if necessary): Sunday, July 1 at 8:30 a.m. ET
- Race #8 (if necessary): Tuesday, July 3 at 8:30 a.m. ET
- Race #9 (if necessary): Wednesday, July 4 at 8:30 a.m. ET

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW automobile retail centres, 18 BMW motorcycle retailers, and 22 MINI retailers represents the BMW Group across the country.

TSN, a division of CTVglobemedia, is Canada's Sports Leader. Setting the Canadian sports broadcasting standard, TSN's flagship news program, SportsCentre, was voted the number-one source for sports news by sports fans from across the country.* TSN's comprehensive broadcast schedule also features the NHL and first three rounds of the Stanley Cup Playoffs; Toronto Maple Leafs hockey; International Hockey including the IIHF World Junior Championship; the Olympic Games through 2012; CFL including Friday Night Football; NFL including Sunday and Monday Night Football; PGA TOUR and all four golf Majors; Season of Champions Curling; NASCAR including the Daytona 500; Formula One including the Canadian Grand Prix; IRL including the Indy 500; Blue Jays baseball; Raptors basketball and the NBA Finals; Tennis and all four Grand Slam events; EURO 2008 and UEFA Champions League Soccer; HBO World Championship boxing; and Figure Skating including the national championships. TSN HD offers more sports coverage, more hours and more events in High Definition than any other network in Canada, reinforcing TSN's position as Canada's Sports Leader in High Definition. TSN is available in 8.8 million households. TSN's programming and news content is also available online at TSN.ca.

*2005/2006 Roper Canada – Winter

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