



PRESS RELEASE

1504 Merivale Road
Ottawa, Ontario K2E 6Z5
Tel. : (613) 225-1069
Fax : (613) 226-3381
www.ezrock.com

99.7 EZ ROCK Debuts Today

Ottawa's New "At Work" Station Delivers More GREAT MUSIC, More VARIETY, and More FUN in a Highly Interactive Audience Experience

OTTAWA, May 27, 2010 – **Astral** today unveiled **99.7 EZ ROCK** as the National Capital Region's new "At Work" radio station – designed by women, for women. The best soft rock and pop rock music from the past five decades is the sizzle behind its Mainstream Adult Contemporary format. 99.7 EZ ROCK promises more uninterrupted music flow. It's currently the *only* radio station in Canada broadcasting continuous **99-Minute Music Mixes** during the work day. At the same time, 99.7 EZ ROCK offers more music variety and lots of fun. All of which is packed into a highly interactive experience customized for women in Ottawa.

"We've been listening intently to our female audience and working hard to find out exactly what the community wants from a new radio station," said Sarah Cummings, Brand Director, 99.7 EZ ROCK. "In response to popular demand, we've designed 99.7 EZ ROCK to serve the nation's capital with the very best music, programs, and on-air talent."

The Bee Gees, Elton John, Madonna, Phil Collins, Beyoncé, and Michael Bubl  are just a small slice of the massive music library slated to be a part of the soundtrack for a busy workday on 99.7 EZ ROCK. The best part? This is the *first* and *only* radio station in Canada now airing 99-Minute Music Mixes during work days with only three breaks between 9 a.m. and 3 p.m.

Neil Hedley, Stephanie "Viv" Vivier, and Steve Kennedy brighten weekday mornings from 5:30 a.m. to 9 a.m. as hosts of the **EZ Breakfast Show**. Spontaneous fun is what it's all about featuring special segments, celebrity interviews, up-to-the-minute news, and lots of expert guests. The morning crew interacts with listeners throughout the show and the fun continues afterwards when they hit the streets of Ottawa making multiple stops at offices and workplaces along the way. Other buzzworthy original shows include **The Night Cap**, **Studio 99**, and **Love & Lipstick**. Renee Madden, Jeff Kelly, Sarah Kay, Darryl Henry, Kim Sullivan, and Sue McGarvie round out the on-air talent roster on 99.7 EZ ROCK.

"We're bringing a quality entertainment experience that women and their families can enjoy together," said Denis Bouchard, General Manager, 99.7 EZ ROCK. "We look forward to being actively involved in our community and maintaining an open dialogue with our audience."

99.7 EZ ROCK plans to donate **\$6 million** in grants over the next five years in support of Ottawa Bluesfest, National Arts Centre, the Foundation to Assist Canadian Talent on Recordings, and more esteemed music and arts organizations. Moreover, supporting charitable organizations at the local and national level is important to 99.7 EZ ROCK. The Breakfast Clubs of Canada, Children's Hospital of Eastern Ontario, and many women's and children's charities and outreach programs are all high priorities for the station.

On the Web front, there's the EZ Rock Community at www.ezrock.com. This is the place to experience live webcasts of celebrity appearances, DJ blogs, and choice video clips, photos and podcasts.

Beginning May 31, everyone can register online to win cold hard cash as part of the **EZ Grand-A-Day Giveaway**. A total of \$20,000 is up for grabs in June. Full details are posted online. Listeners can also connect via Facebook and Twitter.

Please see the attached addendum listing descriptions of original shows on 99.7 EZ ROCK.

99.7 EZ ROCK is the National Capital Region's new "At Work" station – designed by women, for women. 99.7 EZ ROCK airs the best in soft rock and pop rock from the past five decades. The Bee Gees, Elton John, Madonna, Phil Collins, Beyoncé, and Michael Bublé are just a small slice of the renowned artists rounding out the playlist. More GREAT MUSIC, more VARIETY, and more FUN come together to create a highly entertaining, informative, and interactive experience that women can enjoy with their families. 99.7 EZ ROCK airs Canada's only **99-Minute Music Mixes** during work days, along with top programs including the **EZ Breakfast Show**. Online communities at www.ezrock.com, Facebook, and Twitter are some of the many other ways listeners can engage. 99.7 EZ ROCK is primed to entertain with its Mainstream Adult Contemporary format and a peak radiated power of 100,000 watts, making it one of Ottawa's most powerful radio stations.

99.7 EZ ROCK, PART OF THE ASTRAL FAMILY

Astral is one of Canada's largest media companies. It operates over 100 of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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ATTN. EDITORS : Images, fact sheet, bios, program grid, and more available upon request.

Information: Graham Machacek
Knock On Wood Communications + Events
613.236.8452 x 511
graham@kowpr.com





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ADDENDUM – 99.7 EZ ROCK PROGRAM DESCRIPTIONS

NEW ORIGINAL SHOWS

EZ BREAKFAST SHOW

Weekdays from 5:30 a.m. to 9 a.m. beginning May 28

Hosts Neil Hedley, Stephanie “Viv” Vivier, and Steve Kennedy are the National Capital Region’s lively wake-up team. They inject their signature style of humour into a fun and unpredictable mix of celebrity interviews, expert guests, special segments, and up-to-the-minute news. Every morning an EZ Living expert spills on the hottest trends. Fitness, health, home, family, and relationships are some of the many topics that get covered. The “Foodie Fridays” segment is the weekly dish on Ottawa’s most tasty restaurants – new openings and old favourites alike. Special discounts for the featured hotspots are up for grabs. Mr. Moviefone Russ Leatherman is one of the many regular guest drop ins. Russ delivers the 411 on all the new blockbusters. Every day listeners weigh in via phone, email, www.ezrock.com, Facebook, Twitter, and also as part of the live audience during special celebrity appearances. Everyone can relive the fun on Saturdays from 6 a.m. to 9 a.m. with the BEST OF THE EZ BREAKFAST SHOW.

THE NIGHT CAP

Monday to Thursday from 10 p.m. to midnight beginning May 31

Neil Hedley and Stephanie “Viv” Vivier host this topical late-night round-up of the most buzzworthy happenings in Ottawa, Canada, and beyond. Every two-hour installment features candid debates about issues ranging from headline news stories to entertainment and lifestyle topics. Exclusive extended interviews with celebrities and news makers will also appear on *The Night Cap* and listeners are encouraged to become part of the nightly show by calling the “talkback line”.

STUDIO 99

Saturdays from 7 p.m. to 12 a.m. beginning May 29

It’s time to flashback to the sweet sounds of the ‘70s and ‘80s. Neil Hedley hosts this disco and dance music show featuring ABBA, the Bee Gees, Michael Jackson, Donna Summer, and many more chart-toppers. This non-stop party promises hit after hit with continuous uninterrupted music.

LOVE & LIPSTICK

Sundays from 8 p.m. to midnight beginning June 6th

Relationship expert Sue McGarvie fields calls from listeners and dishes advice on relationships, health, and lifestyle in this LIVE and interactive Sunday Night show specially designed for women.

ATTN. EDITORS: Full programming grid available at www.ezrock.com or upon request.