



Astral Radio

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Funny 1410 AM

COMEDY RADIO

Press release
For immediate release

New Year, new station...

Oldies 1410, an Astral Radio property, becomes FUNNY 1410

London, November 23, 2011 - Astral Radio, the country's largest radio broadcaster, today announced the launch of FUNNY 1410 on New Year's Day. Funny 1410 will be Canada's first all comedy station featuring the biggest names in stand up from Canada and around the world. The format is already proving a winner in several US markets by targeting an adult 25-54 audience with a slight male skew. It is quickly becoming a must-buy station with its unique format delivering a real advantage for advertisers.

The format is represented exclusively in Canada by Astral's syndication arm Orbyt Media. The new station branding stems from Astral Radio's mission to innovate and evolve its brands.

In a market currently serviced by over 20 radio signals and overlapping formats, Astral is pleased to offer Londoners a unique station, unlike any service currently available.

"We all know how popular comedy is with the Canadian public. We wanted to deliver this content to our audience while providing great opportunities for our advertisers. We are very proud to be the first broadcaster in the country to deliver this type of programming", explained Rob Farina, Executive Vice President Content, Astral Radio.

The radio station format will be fast moving and topical with as many as 30 comedic bits an hour. It will be hosted by Stand Up and



Improvisational comedians and is patterned after a comedy club approach. Material will feature comedy personalities like Sarah Silverman, Zack Galifianakis, Louis C.K. and Russell Peters. The legends of comedy will also be featured with classic bits from comedians like Robin Williams, Steve Martin, Jerry Seinfeld, George Carlin and many more.

“Our goal is to deliver a laugh a minute, and we’ll be able to do this, 24/7! We will provide great content through the airwaves, as well as online with the launch of www.funny1410.ca. We are delighted that this new brand will enable advertisers to explore new creative paths” commented Tom Cooke, Executive Vice President, General Manager Astral Radio London.

The official launch date will be New Year’s Day. An all star comedy event for clients is scheduled for January to celebrate the kick off of Canada’s first all comedy radio station- Funny 1410.

About Astral Radio

FUNNY 1410 is a member of the Astral family. Astral is one of Canada’s largest media companies. It operates several 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.

About Orbyt Media:

Orbyt is Canada’s premiere content syndication group, providing the most comprehensive lineup of programs and broadcast services to over 260 stations across the country. A division of media giant Astral Media, Orbyt is strategically positioned to leverage its proximity to Astral’s owned and operated network of 83 licensed radio stations across the country. For more information visit www.orbytmedia.com.



For more information

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