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RAPTORS NBA TV TO LAUNCH NEW HIGH DEFINITION CHANNEL

Raptors NBA TV executive producer John Shannon announced Thursday the launch of Raptors NBA TV in High Definition (Raptors NBA TV HD), which will begin airing on Bell ExpressVu on November 1, 2005.

Raptors NBA TV HD is a new television channel that is positioned to become the largest provider of High Definition content in Canada with as much as 80 hours of HD programming scheduled each week.

The Raptors NBA TV HD launch will coincide with the start of the NBA season. During its first four months of operation the channel will provide between 10-15 NBA and NCAA broadcasts which will account for an average of at least 30 hours of exclusive and original HD content each week.

"This new channel will allow subscribers to access the most HD content anywhere on the dial," said Shannon. "This step has enabled us to be an industry leader as HD becomes commonplace throughout the market."

By March 2006, subscribers will have access to an average of 60-to-80 hours of HD programming each week. Raptors NBA TV HD will air on Bell ExpressVu Channel 849 (RAPHD).

Subscribers to Raptors NBA TV HD will also have access to Raptors NBA TV through their subscription. Raptors NBA TV HD will be part of the HD package on additional service providers moving forward. Programming information will be made available upon confirmation.

Raptors NBA TV is Canada's number one source for basketball news, results and live game action. The channel is available nationally through most television service providers.

With more than 1.6 million customers, Bell ExpressVu is Canada's largest digital television provider, nationally broadcasting more than 400 digital video and audio channels, including up to 28 High Definition channels and unique interactive TV services. For more information, visit www.bell.ca/TV.

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