



**PRESS RELEASE**  
*For Immediate Release*

**FreeHD Canada Delays Launch Date**

November 16, 2010 -- Ottawa, Ontario -- FreeHD Canada Inc., a new Canadian satellite television venture, announced today that it would reschedule its launch date to the first quarter of 2012.

The announcement was made during an appearance before the CRTC (Canadian Radio-television and Telecommunications Commission) at hearings today reviewing the Direct-to-Home satellite distribution policy. FreeHD Canada had hoped to be launched and ready to assist Canadians through the Over-the-Air Digital transition occurring in August 2011 – however, finding sufficient satellite capacity for FreeHD Canada’s expansive HD-rich programming line-up became a concern when several satellite fleet operators experienced unexpected loss of satellite capacity.

“We are very optimistic we can secure enough satellite capacity to allow us to provide consumers and programmers in Canada with the most HD channels” said David Lewis, Chairman and CEO of FreeHD Canada. “We know that Canadians are excited about our service, and the wait will definitely be worth it”.

Delaying the launch of FreeHD Canada until 2012 will not negatively affect FreeHD Canada’s business plan, particularly since certain Canadian Broadcasters have indicated that they too may delay their transition to Over-the-Air Digital in rural markets until 2012.

“There is new satellite capacity becoming available in late 2011 and early 2012” commented Brian Olsen, FreeHD Canada’s President and COO. “At launch, FreeHD Canada will still have the most complete local channel lineup, and will deliver the most compelling HD solution”.

**About FreeHD Canada Inc.**

FreeHD Canada is a new Canadian Direct-to-Home satellite television company that has developed a unique offering for the Canadian marketplace – the most High Definition channels of best picture and sound quality at the best price. FreeHD Canada has obtained all the regulatory authorities required to launch its service - and is led by Canadian satellite industry veteran David Lewis and a talented team of industry professionals that have been involved in the creation and launch of several satellite-related broadcasting ventures.

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