

## **CONTACT**

Cohn & Wolfe

Nell Crichton / Lorena Cordoba

416-924-5700 Ext. 4085 / 4089

[nell.crichton@cohnwolfe.ca](mailto:nell.crichton@cohnwolfe.ca)

[lorena.cordoba@cohnwolfe.ca](mailto:lorena.cordoba@cohnwolfe.ca)

### **CANADA'S MOST VALUABLE RESOURCE AND EXPORT: LAUGHTER**

*XM Canada satellite radio emerging as champion of Canadian comedy in Canada, U.S.;  
Broadcasts thousands of hours of homegrown talent, produces recordings free for  
comedians*

**Toronto, ON., November 12, 2008** – At a time when most Canadian exports are suffering, XM Canada's satellite radio service is ensuring one industry continues to have international success: homegrown comedy.

Laugh Attack, the maple syrup-flavored comedy radio channel which is broadcast in Canada and U.S. on the XM satellite network, has been one of most enthusiastic cheerleaders for fledgling Canadian comedians looking to make an impact south of the border. In fact, no other organization is promoting Canada's unique comedic perspective and culture with the same reach, influence and success as XM Canada and Laugh Attack. The numbers tell the story:

- More than nine-million XM satellite radio subscribers in the U.S. have access to the Canadian-produced Laugh Attack station, which broadcasts stand-up routines, sketch comedy and comedic musical performances 24 hours per day
- Nearly 1,000 Canadian stand-up tracks and 400 Canadian sketch comedy routines are in constant rotation on Laugh Attack
- Laugh Attack showcases more than 350 Canadian stand-up performers and dozens of sketch comedy troupes and musical comedy performers
- Over 85 per cent of the channel's licensed programming is Canadian content
- Since Laugh Attack debuted three years ago, more than 21,000 hours of Canadian comedy have been broadcast to Canadian and U.S. audiences

"XM Canada is helping continue this country's legacy by promoting homegrown talent south of the border," said Richard Maxwell, Program Director of Laugh Attack, and an influential player in Canada's comedy industry. "Economically, we're providing young comedians with career opportunities, helping publicize them in the massive and crowded U.S. entertainment market, which they might otherwise find difficult, expensive or impossible to break into. We know many Canadians have received calls from booking agents and comedy clubs after Laugh Attack appearances."

In addition to Canadian programming, XM Canada also supports local comedy by donating engineering and production expertise and facilities. Laugh Attack has recorded and produced, at no cost to up-and-coming Canadian comedians, more than 400 stand-up comedy tracks of Canadian performers in cities across the country, from Halifax to Vancouver.

“For many young Canadian comedians, the studio or production fees for a professional-quality recording are cost prohibitive,” said Maxwell. “XM gives the recordings it produces to the artists, who use them as audio resumes and to market themselves on their websites. Some comics are even using them commercially.”

Nikki Payne, a Nova Scotia-born comedienne and former contestant on NBC’s reality TV show Last Comic Standing, performed in May 2008 at Yuk Yuk’s Comedy Club in Ajax, Ontario. Her one-hour routine was professionally recorded by Laugh Attack and Payne will be releasing the recording as a commercial CD.

“XM Canada and Laugh Attack have been tremendous promoters of Canadian comedians and have kicked open doors for my career,” said Payne. “I get e-mails all the time from XM listeners in the U.S. who hear my routines. And it’s great to see cultural influence going the other way across the border. XM Canada is helping people in the U.S. discover Canada’s distinct historical, geopolitical and social identity through comedy. How else would Americans learn we drive caribous to work in the winter?”

### **About Canadian Satellite Radio Holdings Inc.**

Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as XM Canada(TM) and is Canada's premium digital audio entertainment and information company with the best signal coverage across the country.

With 130 digital channels of choice, XM Canada offers listeners the most unique and original Canadian and international programming, including commercial-free music channels and exclusive live concerts; exclusive sports coverage, including every NHL(TM) Game, as well as PGA Tour(TM) and Major League Baseball(TM); and the best in talk, comedy, children’s and entertainment programming.

XM is the satellite entertainment leader in the automotive market and is available in 150 different vehicle models for 2008, including: Acura, Buick, Cadillac, Chevrolet, GMC, Harley Davidson, Honda, Hummer, Hyundai, Infiniti, Lexus, Nissan, Pontiac, Toyota, Saab, Saturn, Suzuki and Subaru.

XM's industry-leading products are available at consumer electronics retailers nationwide. XM programming is also available as streams of commercial-free XM music channels on TELUS Mobile Radio(TM) and Rogers(TM) Wireless Radio on Demand. XM Canada is the exclusive music channel provider on Air Canada's flights and is available in select Avis Budget Group rental vehicles.

A free seven-day trial of XM Radio Online is available at <http://listen.xmradio.ca>. Visit [www.xmradio.ca](http://www.xmradio.ca) for programming and subscription information.

To find out more about Canadian Satellite Radio Holdings Inc. (TSX: XSR), visit our website at [www.cdnsatrad.com](http://www.cdnsatrad.com).