



For Immediate Release

Refreshed Strategic Vision, Investment in Growth & Innovation, Unparalleled Connected Relationships; It's The New Rogers Digital Media

- Bridges the gap for marketers and agencies by providing premium assets across breadth and depth –
- Offers superior audience, unrivalled intelligence, and world-class digital experiences –
- Marries best-in-class brands to targeted audiences with customized integrated business solutions –

TORONTO (March 1, 2012) – To be a leader in an industry where what was new yesterday is old today – and out-of-date next week – it is essential to possess astute foresight and courageous vision. Unveiled today is the new **Rogers Digital Media (RDM)**, with a redefined vision and new level of innovation that provides advertisers with leading multiplatform media and marketing solutions to connect to their desired audiences.

Identifying a need for innovation and change in the industry, Rogers Digital Media, a division of Rogers Media Inc., is bridging the gap for advertisers between owned + exclusive and network sites by providing premium assets across breadth and depth; no longer do advertisers need to work with separate media suppliers for reach and quality. The unique three-tiered approach offers 1) Quality, through enhanced tools and solutions for high-impact, integrated experiences, 2) Reach, for increased scale and efficiency, and 3) Audience Intelligence, providing unparalleled laser targeting of audiences.

Rogers Digital Media is at the forefront of digital solutions. No other media company in Canada has the capabilities to provide advertisers with such a robust, seamless offering.

“In a cluttered digital landscape, it was imperative we differentiate ourselves through customized solutions that meet our clients’ business objectives,” said Jason Tafler, Chief Digital Officer, Rogers Digital Media. “The breadth and depth of our assets, combined with our connected relationships through superior audiences, unrivalled intelligence and world-class digital experiences, gives Rogers Digital Media the competitive advantage. It offers our consumers premium content and enhanced engagement, while delivering to clients opportunities they cannot get anywhere else.”

Rogers Digital Media currently has 17 million unique visitors per month across its suite of more than 1,000 owned + exclusive and network sites, making it the No.3 Canadian-owned ad network in the country*. RDM has experienced an overall network growth of 107% year-over-year**, and is now the No. 1 Canadian owned ad network in Quebec*. In addition to its owned + exclusive suite of premium assets, such as *Chatelaine*, *Citytv*, *680News* and *Sportsnet*, RDM's robust ad network features such high-quality brands as *NBA.com*, *Cosmopolitan.com*, *HarpersBazaar.com*, *iVillage.com*, and *PopularMechanics.com*.

Immense growth in RDM's audience segments is a key driver for clients and a differentiator in the marketplace: RWomen is the No. 1 syndicated women's channel in Canada, offering more than 100 premium French and English sites with more than 4.5 million unique visitors per month***; RMen is the No. 1 syndicated men's channel in Canada with 5.8 million unique visitors per month, representing nearly one million more than RDM's nearest competitor****; RNews & Business channel grew by 60% in 2011, and now reaches 1.8 million unique visitors per month – with a high concentration of adults 25-54*****.

In its ongoing effort to be a market leader and dominate the digital space in Canada, Rogers Digital Media is investing heavily in growth and innovation through e-commerce. In November 2011, RDM

launched RDeals, the daily deals site that brings local and national finds to Canadians. In just four months since its launch, RDeals is moving towards mobile innovation and expansion to nine cities this year – including a French-language site for the Quebec market. Additional unique offerings will be announced over the coming months.

About Rogers Media Inc.

Rogers Media Inc., a division of Rogers Communications (TSX: RCI; NYSE: RCI), is a diversified leading Canadian media company that engages in television and radio broadcasting, publishing, digital, and sports entertainment. Rogers Broadcasting has 55 AM and FM radio stations across Canada; television properties include five Citytv stations, five OMNI multicultural television stations, Sportsnet (consisting of four regional channels and the nationally-distributed Sportsnet ONE and Sportsnet World), and The Shopping Channel, a televised and internet shopping service. Rogers Publishing produces many well-known consumer and online magazines, such as Maclean's, Chatelaine, L'actualité, Canadian Business, and is the leading publisher of a number of industry, medical and financial publications. Rogers Media's suite of digital assets reaches 17 million unique visitors per month through more than 1,000 premium owned + exclusive and extended network sites. Rogers Media Inc. owns Rogers Centre stadium, a year-round sports and entertainment facility, and the Toronto Blue Jays Baseball Club.

*Source: comScore MediaMetrix, Avg. Jul-Dec 2011

**Source: comScore Media Metrix, Avg Jul-Dec 2010; Avg Jul-Dec 2011

***Source: comScore MediaMetrix, Women's Channel within the Advertising Network Category, Dec 2011

****Source: comScore MediaMetrix, Advertising Network Category, Dec 2011

*****Source: ComScore MediaMetrix, Advertising Network Category, Dec 2010; Dec 2011

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