



For Immediate Release

Rogers Digital Media Expands Robust Offering with Canadian Time Inc. Partnership

– Five premium brands added to Rogers Digital Media’s network, driving growth in key Women’s and News & Business Channels –

TORONTO (March 7, 2012) Rogers Digital Media, a division of Rogers Media Inc., today announced a partnership with Time Inc., securing exclusive Canadian representation for online advertising for five of Time Inc.’s premium brands – Time.com, InStyle.com, RealSimple.com, CookingLight.com, and MyRecipes.com.

Complementing Rogers Digital Media’s robust portfolio of more than 1,000 owned + exclusive and network sites, the deal offers advertisers a unique opportunity to align their business objectives with world-class Time Inc. brands.

This Time Inc. partnership follows last week’s announcement, in which Rogers Digital Media unveiled its refreshed strategic vision that delivers best-in-class premium assets and unrivalled consumer engagement through world-class digital experiences.

“Time Inc. is at the forefront of delivering premium brands to target audiences. This outstanding partnership with Time Inc. provides us with the ability to offer our clients exclusive opportunities and create customized integrated business solutions to meet their brand objectives,” said Corby Fine, Senior Director and General Manager, Audience Solutions & Business Development, Rogers Digital Media. “The targeted access on our owned + exclusive sites, combined with the extended reach through our network of sites, provides us with the breadth and depth to give our clients world-class digital experiences through innovative multiplatform media and marketing solutions.”

The partnership with Time Inc. reinforces Rogers Digital Media’s commitment to its key growth Women and News & Business channels, and offers Canadian advertisers the ability to align their messaging with these five world-class brands: Time.com – the active consumer’s destination for reliable, must-know news; InStyle.com – the ultimate destination for celebrity style, trends and service that target fashion and beauty-focused women; RealSimple.com – the busy woman’s trusted resource for practical solutions to make life easier and better; MyRecipes.com – a comScore Top 10 food destination that offers more than 60,000 recipes, step-by-step instructions, how-to videos, and entertainment tips; and CookingLight.com – a one-stop digital destination for innovative recipes, nutrition advice, and the resources and support to live a healthful lifestyle.

“Time Inc.’s partnership with Rogers Digital Media is a natural fit,” said Jim Jacovides, Vice-President, International Licensing & Development, Time Inc. “Rogers Digital Media is an industry leader in the ever-evolving digital landscape, connecting advertisers with exemplary content and key audiences. We look forward to Rogers expanding awareness of our premium brands with their experience and expertise in the Canadian market.”

Time Inc., a division of Time Warner, is one of the largest branded media companies in the world. The company’s magazines reach more than 110 million Americans each month, and its websites attract nearly 50 million unique visitors each month. With influential brands such as Time, People, Sports Illustrated, InStyle, and Real Simple, Time Inc. is home to celebrated

events and franchises, including the Fortune 500, Time 100, People's Most Beautiful, and Sports Illustrated's Sportsman of the Year.

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.

-30-

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