



ROGERS MEDIA TO LAUNCH FX CANADA

Debuts November 1 with Critically Acclaimed and Award-Winning Original FX Series, Acquired Movies and Series, and Canadian Sports

LOS ANGELES and TORONTO, August 6, 2011 – Rogers Media Inc. and FX Networks have finalized an agreement to launch FX Canada. The announcement was made today at the Television Critics Association Summer Press Tour by Rogers Media President of Broadcasting, Scott Moore, and Eric Schrier, Executive Vice President of FX Productions and Head of Series Development for FX.

FX Canada will launch on November 1 as a digital service, and will deliver acclaimed programming to Canadian audiences including FX original series, U.S. acquired movies and series, original Canadian programming, and Canadian sports events.

“FX complements Rogers Media’s strong portfolio of broadcast assets such as Citytv, OLN and Rogers Sportsnet and showcases our commitment to building upon our television business,” commented Moore, President of Broadcasting, Rogers Media Inc. “There is a strong appetite in Canada for FX’s content and Rogers is thrilled to bring this award-winning programming to Canada. In addition to delivering FX’s unique content, the launch of FX Canada provides an additional outlet for Rogers Media to strategically invest in top tier homegrown series over time.”

Original FX series that will air on FX Canada will include the highly-anticipated new drama series **American Horror Story**, from producers *Nip/Tuck* and *Glee*, Ryan Murphy and Brad Falchuk, and starring Connie Britton, Dylan McDermott, Jessica Lange, Taissa Farmiga and Denis O’Hare; the hit comedy series **Wilfred**, starring Elijah Wood and Jason Gann; current season episodes of the hit comedy **The League**; and of the Emmy® Award nominated comedy **Louie**, starring Louis C.K. Library series include the first two seasons of the Golden Globe® winning drama **Sons of Anarchy**, **Lights Out**, and **Terriers**. Additional details, including a programming grid that will be unique to Canada, will be announced closer to launch.

“Canadian viewers and television journalists have been inquiring for years about the lack of full availability of FX’s great original series in Canada. In response to their fervent desire we felt the next step was to establish a dedicated home for our shows and for the FX brand in Canada,” said Schrier. “We are thrilled to have found a partner in Rogers Media that has as great a passion for FX as we do, and the wherewithal to bring us into their market.”

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Rogers Media and FX Networks Set to Launch FX Canada

Under the terms of the agreement, any new original FX programs produced by FX Productions or Twentieth Century Fox Television will air on FX Canada.

About Rogers Media Inc.

Rogers Media Inc., a division of Rogers Communications Inc., (TSX: RCI; NYSE: RCI), operates Rogers Broadcasting and Rogers Publishing. Rogers Broadcasting has 55 AM and FM radio stations across Canada. Television properties include 5 Citytv stations, 5 OMNI Television multicultural television stations, 2 digital channels G4 and The Biography Channel, as well as specialty channel, OLN. Rogers Sportsnet, the Canadian leader in NHL and MLB broadcasts, is comprised of five channels, all of which are available nationally and in high definition. The Shopping Channel is a televised and Internet shopping service. Rogers Publishing produces many well-known consumer magazines such as Maclean's, Chatelaine, Flare, L'actualité and Canadian Business, and is the leading publisher of a number of marketing, medical and financial publications. All media properties are integrated with their own popular websites. Rogers Media also owns The Toronto Blue Jays Baseball Club and Rogers Centre, a year-round sports and entertainment facility.

About FX Networks

FX Networks consists of FX and Fox Movie Channel and are units of the FOX Group. FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 99 million homes. The diverse schedule includes a growing roster of critically acclaimed and award-winning original series, an established film library of acquired box-office hit movies, and an impressive lineup of acquired hit series. Fox Movie Channel is the only network presenting movies and original series for viewers who want to know everything about how Hollywood movies are made today. Exclusively airing 20th Century Fox films ranging from contemporary blockbusters to great titles from the studio's legendary library, movies are shown uncut, uninterrupted, commercial-free, and in their original theatrical form. Fox Movie Channel is carried in more than 40 million homes.

About FX Productions

FX Productions co-produces the award-winning hit drama series *Sons of Anarchy*, and critically acclaimed hit drama series *Justified*. FXP produces the critically acclaimed hit comedy series *It's Always Sunny in Philadelphia*, *The League*, and *Louie*, the animated hit comedy *Archer*, and FX's newest hit comedy series *Wilfred*.

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