



MEDIA RELEASE

**TVCOGECO PRESENTS END TO END COVERAGE OF
THE 'TSC STORES TANKARD' - ONTARIO MEN'S CURLING CHAMPIONSHIP**

TSC Stores and TVCOGECO are proud to bring viewers the TSC Stores Tankard. The TSC Stores Tankard brings you the highest level of men's curling in Ontario with the winner earning the privilege of competing for the national title, The Tim Horton's Brier, March 3 -11, 2007 in Hamilton.

As the official television provider of the event, curling fans can watch end-to-end coverage which includes all nine draws, page games, semi-final and final on TVCOGECO beginning Monday, February 12th at 1:00 pm. In addition, cable viewers will enjoy player and team profiles, go behind-the-scenes for a look at the immensity of the supporting operations and meet some of the many dedicated volunteers who help to make this event possible.

According to Tim Caddigan, TVCOGECO Regional Manager and Senior Producer, the televised coverage will be well-watched. "We have seen how curling coverage has continued to grow in popularity in each of our communities. Our local viewers' response has been very positive in anticipation of seeing our Ontario teams compete at such a high level." Caddigan notes that planning for an event of this magnitude has been in process for a long time. "We've enjoyed our partnership with the Sarnia Host Committee who have been diligently preparing for the championships for well over a year after securing their bid for the championships. It's time now to see the hours of preparation come to fruition."

The 2007 TSC Stores Tankard is available exclusively to Cogeco Cable customers as part of the basic cable package and the full TVCOGECO schedule is available on-line at www.tvcogeco.com.

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