



GENERAL MEMO

FOR IMMEDIATE RELEASE

**OTB Sports Network Announces Development of University Sports
Network on Indefinite Hold**

*NOT FOR DISTRIBUTION TO CANADIAN NEWSWIRE SERVICES OR
DISSEMINATION IN CANADA.*

August 24, 2011: OTB Sports Network announced today the closing of the active development of its Canadian University Sports Network venture for an indefinite period of time. Citing internal and external developmental setbacks and a lack of continued capital investment; the organization was unable to proceed for its scheduled Fall 2011 soft launch.

During its development OTB created a prototype operations model and conceptual productions, executed a process of full business planning and garnered key support and guidance in-kind from notable industry figures including Michael A. Levine of Generic Productions Inc. (The Terry Fox Story, Republic of Doyle etc.), David Errington – President, Accessible Media Inc. (ex-SVP & Co-COO, The Score Television Network) Bob Stellick – President, Stellick Marketing & Communications Inc., Terry Ludwick – Director of Sports Programming, CBC, Susan Ross – Partner, ISM Access and Charles Falzon – Co-Chairman, CCI Entertainment Ltd. OTB garnered in-kind donations valued over \$185,000 during its development and maintained an organizational volunteer base of over 60 individuals. OTB also received prototype cooperation from Ryerson University, University of Toronto and York University. At the time of closing its university sports network venture development; OTB was actively searching for key support and capital investment.

Forward looking information

OTB Sports Network has no immediate future plans for the continued development of its University Sports Network venture but retains the rights and IP therein. OTB welcomes communication regarding the venture.

About OTB Sports Network

OTB Sports Network is a Canadian-based university sports media organization.

FOR FURTHER INFORMATION PLEASE CONTACT:

Michael Stefanison
Director, Business Development
michael@otbsn.ca
www.otbsn.ca