



**FOR IMMEDIATE RELEASE**

**CANADA'S LEADING HD BROADCASTER HIGH FIDELITY HDTV  
SIGNS EXCLUSIVE DEAL WITH SMITHSONIAN NETWORKS™**

**Toronto, ON – (May 22, 2008)** – Canadian HD viewers are about to be able to watch premium new High-Definition programming associated with one of the most trusted brands in the world.

High Fidelity HDTV Inc, Canada's foremost HD broadcaster, and Smithsonian Networks of the USA, have signed an exclusive programming agreement under which programs from the US service Smithsonian Channel HD™ will be broadcast on Oasis HD, Equator HD and Treasure HD, three of the all-HD channels operated by High Fidelity in Canada.

Smithsonian Channel HD's programming is as varied and enriching as the Smithsonian Institution itself, covering genres such as wildlife, technology, history, culture and children's programs.

"Smithsonian Networks programming is a perfect fit for our suite of all-HD channels, and we are very proud to be able to offer it for the first time to Canadian viewers", says John Panikkar, Partner and Co-Founder of High Fidelity HDTV Inc. "We have made a commitment to Canadian viewers to offer the best in non-fiction HD programming, and Smithsonian Networks is a standard-bearer for that promise", he adds.

"As one of our first international distributors, this deal clearly demonstrates the brand value of the Smithsonian name throughout the world," said Tom Hayden, General Manager of Smithsonian Networks. "We welcome High Fidelity HDTV to our family and look forward to providing our Canadian friends with the best in HD programming."

Smithsonian Channel HD offers branded original content drawn largely from the assets of the Smithsonian Institution, the world's largest museum and research complex, and features documentaries and short-subject films such as, World's Finest Cars, Unbelievable Flying Objects, and Batwomen Of Panama.

"The name Smithsonian says it all," says Ken Murphy, Co-founder and partner. "Smithsonian Networks shares our enthusiasm for television programming that can elevate us as it entertains us."

Smithsonian Networks programming will be added to the broadcast schedules of Oasis HD, Equator HD and Treasure HD within weeks.

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#### **About High Fidelity HDTV:**

High Fidelity HDTV is Canada's leading all-HD broadcast and production company. It broadcasts four channels, Oasis HD, Equator HD, Treasure HD and Rush HD. High Fidelity has formed HD programming and production alliances with other leading HD broadcasters worldwide. For more information, visit <http://www.hifihdtv.ca/>

#### **ABOUT SMITHSONIAN NETWORKS:**

Smithsonian Networks (SN) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution. It was formed to create new channels to showcase scientific, cultural and historical programming based largely upon the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Visit Smithsonian Networks on the internet at [www.smithsonianchannel.com](http://www.smithsonianchannel.com)

For more info, set up an interview, get GAT:

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High rez photos are available at [www.gat.ca/media](http://www.gat.ca/media) LOGIN first

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#### **SMITHSONIAN NETWORKS**

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