

TORONTO, CANADA, September 26, 2013 **/24-7PressRelease/** -- TVONE Canada Broadcasting Inc, (TCBI), Canada's largest Urdu language TV Channel is pleased to announce the launch of its new brand strategy and logo. The company is well known for its successful franchise brand "TVONE Global Canada".

"This is now a new TV Station that has matured enough to take up new challenges, listen to the programming requirements of local communities in Canada and emphasize more on Canadian content production," said Tariq Sheikh, Chairman TCBI. "We have a lot of talent in our community, especially youth - we must provide opportunities to such talents through our station."

TCBI specializes in Canadian digital media content production and broadcasting in Urdu/Hindi/English language programs. The company has also announced its interest in acquiring more diverse South Asian content and plans to broaden its scope of nurturing and promoting more overseas media brands in Canada. Currently, TCBI owns a franchise contract with TVONE that is an already established and well-known brand name in Pakistan.

The company will also focus on creating local content productions and under its new business structuring, TCBI will focus more on community centric issues, youth related programming and providing a strong platform to encourage local content.

As part of its new re-structuring the company has appointed a new management team that is lead by Mr. Naveed Manzoor, TCBI's new Chief Executive Officer who has replaced Mr. Rimmel Khan.

"We at TCBI are extremely proud of our achievement and endeavours," said Naveed Manzoor, CEO, TCBI. "The time has come to embark on a new journey to educate, entertain and empower our viewers with new programming and improved technology."

About TVONE Canada Broadcasting Inc.

TCBI has been the sole broadcaster of TVONE Global TV franchise and has carriage through ROGERS Channel 857, BELL FIBE and JADOO+ IPTV - TCBI is the largest and the first URDU Language Category B Exempted TV Channel in Canada. TCBI has been promoting TVONE

TV One Canada Broadcasting Inc. Announces Its Brand Improvement and Programming Strategy

Written by Australian Business

Global Canada branding for past many years and delivers a mix of imported content from TVONE Global Pakistan and locally produced Canadian content (CANCON) to its subscribers throughout Canada

For more details please contact:

Sonia Sharma, Press Coordinator TVONE Canada Broadcasting Inc. Mississauga, Ontario L4Z 3L3
Tel: 416-703-2182 Email: sonia@tvonecanada.com <http://www.tvonecanada.com>

Disclaimer: Certain information in this press release may contain forward-looking statements. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict, including the risk that the Company may in future change its dividend policy. Actual results might differ materially from results suggested in any forward-looking statements. The Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless and until required by securities laws applicable to the Company.