

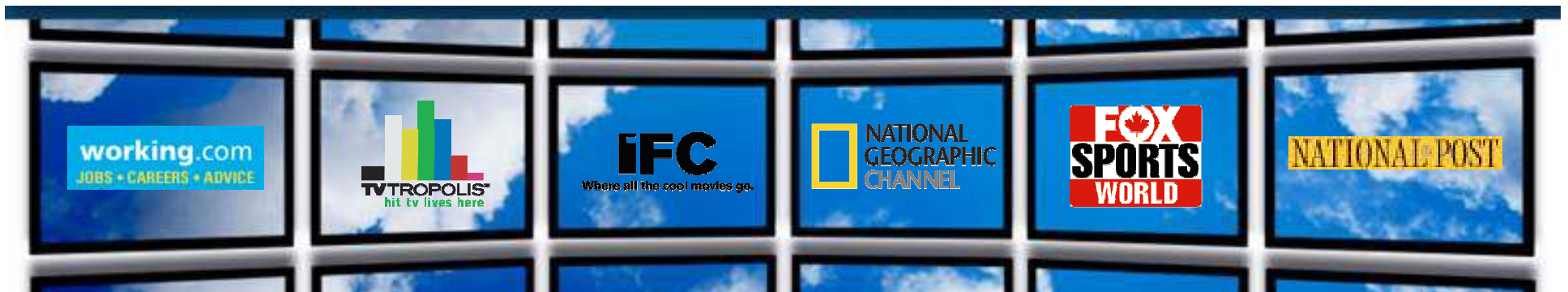


## 2008 Media Innovation Awards

### Most Innovative Media Player of 2008



Canwest Media received the honour of being recognized as the **Most Innovative Media Player of 2008** at the recent MIA Awards. The MIA's are Canada's premiere awards show recognizing excellence in the planning and buying of media in the marketing/advertising sector. The objective is to honour the significant role media plays in to the marketing mix and to recognize those responsible for the selection, deployment, and implementation of advertising media programs. This is accomplished by the recognition and promotion of strategic and innovative media ideas that clearly enhance the appropriate delivery and efficient receptivity of the advertiser's message.



# 2008 Media Innovation Awards

Please join us in congratulating the clients, buyers, planners, and Canwest staff who were recognized at the 2008 Media Innovation Awards. These integrated campaigns are on the forefront of media innovation.

Canwest is dedicated to working with our clients to build innovative marketing ideas and intergrate brands across our many platforms in order to produce customized, creative, integrated campaigns that meet and/or exceed client objectives.

## Please Join us in recognizing our partners:

### Television



**Gold** – Mindshare Canada for “Kleenex Let It Out” Client Kimberly-Clark

### Branded Content and Product Placement



**Gold** – M2 Universal for “Johnson’s Baby on Demand” Client Johnson and Johnson



**Bronze** – Starcom Worldwide for “Are you Smarter than a Canadian Fifth Grader”. Client Nintendo



**Bronze** – ZenithOptimedia for “Project Runway Canada”. Client L’Oreal Canada



**Bronze** – The Media Company for “Winners – Project Runway Canada”. Client Winners Merchants International

### Business to Business



**Certificate** – Cossette Media Toronto for “Business Startups 101”. Client Bell Canada

### Mixed Media



**Certificate** – M2 Universal for “Johnson’s Baby on Demand”. Client Johnson and Johnson

The preceding campaigns contributed to Canwest’s “Most Innovative Media Player” award. We proudly accept the honor. A big thanks again to all involved.