



Specialty Data Systems Inc.  
BROADCAST MANAGEMENT SOFTWARE

**High Fidelity HDTV Selects Specialty Data Systems,  
Canada's Leading Supplier of Broadcast Management Software**

*SDS adapts solution for growing high definition specialty channel market*

**Toronto, Ontario – September x, 2006** – Specialty Data Systems (SDS) Inc. of Toronto, Canada's leading provider of broadcast management software, has announced the expansion of its unique broadcast system into the high definition (HD) specialty channel market following the securing of a contract with Toronto-based High Fidelity HDTV Inc.

With four separate, state-of-the-art channels – TreasureHD, OasisHD, EquatorHD and RushHD – High Fidelity HDTV chose SDS for its ability to consolidate and manage the data of each of its innovative new HD channels, and adapt the technology to the broadcaster's future needs. "We're very pleased to be working with an innovative Canadian company like SDS that can respond to our rapidly growing data management needs," said Ken Murphy, CEO of High Fidelity, Canada's leading broadcaster of high definition specialty television.

The SDS eBroadcast system is the first proven all-in-one broadcast management system, used by cable and conventional television broadcasters, and radio stations, in Canada and in the U.S. The system offers a unified approach to sales, traffic, programming, operations and accounting, enabling a two-way flow of data to be shared across departments and eliminating the need to re-key information or use paper. With the SDS system, users access information on-line in real-time, filtered and formatted to meet their particular needs, whether they're programming airtime, booking orders, scheduling promos, or producing sales and commission reports.

The key benefits of the SDS eBroadcast system are that the system gives broadcasters the automated tools they need to maintain market share, increase revenue and reduce costs in an environment that is in constant flux, Cole explained.

“Specialty stations in particular need to operate as efficiently as possible and reduce redundancies in order to succeed in an emerging and highly competitive market,” said Cole. “SDS’s system actually enables specialty broadcasters to easily adapt to changes in the marketplace, and use the technology to their advantage, to deliver a consolidated solution that helps them win.”

### **About SDS**

Established in 1993, SDS is a leading provider of broadcast management software, offering a unique unified, on-line approach to sales, traffic, programming, operations and accounting. SDS clients include such major broadcasters as Bell ExpressVu, CanWest Global, Alliance Atlantis, Impulse Media Sales (IMS), World Wrestling Federation Entertainment (WWE), Newfoundland Broadcasting System, Stornoway Communications, Fairchild Communications, and Maple Leaf Sports and Entertainment.

### **About High Fidelity HDTV Inc.**

An independent Toronto-based high definition television production and broadcast company, High Fidelity HDTV Inc. was established in 2005 after several years of development. The company is currently developing many more non-fiction HD broadcast channels which will launch in 2007 and beyond to address the critical shortage of vibrant HD programming in the Canadian marketplace. High Fidelity HDTV’s production company, Artefact HD Media Inc., is nearing the completion of its first HD series production. The 26 episode series, Collector Showdown, is currently being broadcast in the United States on Treasure HD and will premiere in Canada on Treasure HD in September 2006.

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