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# CNN PHILIPPINES BEGINS BROADCASTING TODAY

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Monday, March 16, 2015

*CNN International and Nine Media Corporation*

*flick the switch on ground-breaking TV channel*

**Manila, March 16, 2015** - CNN Philippines, the country's highly-anticipated brand new predominantly English 24-hour free-to-air news channel and website launched today. At 6am local time, 9TV officially rebranded to become CNN Philippines, marking a historic day for Filipinos, as well as CNN International and Nine Media Corporation.

CNN Worldwide's President Jeff Zucker said: "We are thrilled to welcome CNN Philippines to the CNN family. Both CNN and Nine Media have worked exceptionally hard to make this a reality. We are confident the Filipino audience is going to embrace CNN Philippines and the unmatched news and information it delivers - something not seen in this country before."

Ambassador Antonio Cabangon-Chua, Chairman of Nine Media Corporation said: "This is such significant milestone not only for Nine Media but for Filipinos everywhere. This is a news service they have never had before. We aspire to be the trusted name in news in the Philippines. We are proud to tell the story of the Filipino through the unique content we provide."

CNN Philippines operates from studio facilities in Manila and offers a dynamic combination of local and international news as well as current affairs, feature programming and documentaries. The accompanying website, CNNPhilippines.com, offers the latest news, business, science and technology, entertainment and sports, as well as opinion and analysis, special reports, exclusive interviews, and videos.

Gerhard Zeiler, President of Turner Broadcasting International said: "The Philippines is such an important market for us and we couldn't be happier to find a like-minded partner in Nine Media. We have so many exciting developments planned for the Asia-Pacific region, this is just the beginning."

Reggie Galura, President of Nine Media Corporation said: "CNN is a company we have long admired and share its vision, mission and values. To be an official part of the CNN family is an honour and a privilege. We look forward to delivering a world-class product to our local Filipino audience."

The launch of CNN Philippines is part of a strategic effort by CNN International Commercial's Content Sales and Partnerships Group, a division of Turner Broadcasting System International. The core business is to explore ways in which CNN can reach more consumers locally, regionally and internationally by partnering with other leading media organizations. CNN Philippines is the latest addition to the CNN family that includes CNN Turk, CNN IBN, CNN Chile and CNN Indonesia.

CNN Philippines is available on free-to-air television in Manila RPN-TV9, Cebu RPN-TV9, Davao RPN-TV9, Zamboanga RPN-TV5, Baguio RPN-TV12, and Bacolod RPN-TV8; and also on cable TV thru Sky Cable Channel 14 (Metro Manila), Sky Cable Channel 6 (Cebu, Davao, Bacolod, Iloilo and Baguio), Destiny Cable Channel 14, Cablelink Channel 14, and Cignal Channel 10 and over 200 cable affiliates nationwide.

The award-winning CNN International channel will continue to be available to pay TV viewers

throughout the Philippines.

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#### About Turner Broadcasting System Asia Pacific

Turner Broadcasting System Asia Pacific, Inc. creates and distributes award-winning brands throughout Asia Pacific. In the region, Turner runs 46 channels in 13 languages in 38 countries, including CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, WarnerTV, Oh!K, Turner Classic Movies, truTV, WB, MondoTV, TABI Channel and HBO in South Asia. Turner also manages distribution for HBO Defined and HBO Hits in India. Turner is a Time Warner company.

#### About CNN International

CNN's portfolio of news and information services is available in five different languages across all major TV, internet and mobile platforms reaching more than 385 million households around the globe, including over 54 million across the Asia Pacific region. CNN International, awarded "News Channel of the Year" by the Royal Television Society in 2013 and 2014, is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America. The CNN digital network is consistently one of the top news and current affairs destination on the web. CNN has 42 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner Broadcasting System, Inc., a Time Warner company. Get the latest social media updates from CNN at: [@cnnasiapr](https://facebook.com/cnninternational)

#### About Nine Media Corporation

Nine Media Corporation is engaged in the acquisition, aggregation, management, development, production, distribution, advertising, leasing, renting and/or marketing of original program content and/or program content acquired by licensing, for commercial exhibition on television and other media. It owns and operates CNN Philippines, which is broadcasted over Radio Philippines Network ("RPN") free-to-air television stations, as well as major cable channels, all over the Philippines.

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