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DAILY NEWSPAPER READERSHIP REMAINS HIGH; HALF OF ADULTS READ A DAILY NEWSPAPER ON AN AVERAGE WEEKDAY

TORONTO - NADbank Inc. (Newspaper Audience Databank) today announces the release of the 2006/07 NADbank Readership Study for Selected Markets. This release includes readership results for Toronto, Montréal, Vancouver and Ottawa-Gatineau surveyed in the Fall of 2006 and Spring 2007.

The study confirms that daily newspapers remain a vital source of news, information and entertainment for consumers in Canada’s four largest and most competitive markets. Readership remains stable reaching approximately 50% of Canadian adults on an average weekday and 75% weekly.

Readership of online editions of newspapers continues to grow. For the markets with new data there is a modest growth of readership to online newspapers; in Toronto 20% of adults read a newspaper online each week, 15% in Montréal and Vancouver and 22% in Ottawa-Gatineau.

These four tables contain readership details for each market.

2006/07 Readership Results

Toronto CMA	Read Yesterday	5 Day Cume	Saturday	Sunday	6/7 Day Cume	Online Weekly
Any Paper	47%	68%	41%	28%	74%	20%
Toronto Star	23%	40%	30%	18%	47%	12%
The Toronto Sun	11%	23%	9%	13%	27%	5%
The Globe and Mail	9%	18%	9%	n/a	19%	7%
National Post	5%	10%	5%	n/a	11%	2%
Metro	9%	19%	n/a	n/a	n/a	1%
24 hours	8%	17%	n/a	n/a	n/a	2%

2006/07 Readership Results

Montréal CMA	Read Yesterday	5 Day Cume	Saturday	Sunday	6/7 Day Cume	Online Weekly
Any Paper	51%	70%	50%	35%	75%	15%
Le Journal de Montréal	21%	36%	23%	15%	40%	n/a
La Presse	15%	23%	20%	14%	27%	9%
The Gazette	11%	16%	12%	10%	18%	4%
Metro	11%	20%	n/a	n/a	n/a	*
24 heures	8%	14%	n/a	n/a	n/a	*
The Globe and Mail	*	3%	1%	n/a	4%	2%
National Post	*	2%	*	n/a	3%	*

2006/2007 Readership Results

Vancouver CMA	Read Yesterday	5 Day Cume	Saturday	Sunday	6/7 Day Cume	Online Weekly
Any Paper	53%	74%	32%	23%	76%	15%
The Province	24%	43%	n/a	23%	46%	6%
The Vancouver Sun	26%	43%	29%	n/a	46%	8%
Metro	7%	15%	n/a	n/a	n/a	*
24 hours	12%	24%	n/a	n/a	n/a	*
The Globe and Mail	5%	13%	6%	n/a	14%	6%
National Post	4%	9%	4%	n/a	10%	2%

2006/07 Readership Results

Ottawa – Gatineau CMA	Read Yesterday	5 Day Cume	Saturday	Sunday	6/7 Day Cume	Online Weekly
Any Paper	51%	71%	50%	33%	75%	22%
Ottawa Citizen	28%	44%	32%	26%	49%	14%
The Ottawa Sun	14%	27%	12%	11%	29%	7%
Le Droit	10%	16%	11%	n/a	17%	5%
Metro	6%	14%	n/a	n/a	n/a	*
The Globe and Mail	6%	13%	7%	n/a	15%	6%
National Post	*	7%	*	n/a	7%	3%

* sample size too small to report

NADbank Inc. is the principal research arm of the Canadian daily newspaper industry. It is a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies, media buying companies, and advertisers. Each year, the NADbank organization gathers extensive data on readership, product usage, shopping habits, media preferences, and lifestyle characteristics from Canadians in urban markets across the country.

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