



NEWS RELEASE

For Immediate Release
March 6, 2007

Manitoba Government provides matching funds for CanWest Raise-a-Reader

Winnipeg, MB: CanWest Raise-a-Reader in partnership with the Winnipeg Free Press is pleased to announce \$22,000 of provincial funds directed to the CanWest Raise-a-Reader campaign in Manitoba.

This monetary gift follows the initiative of three other provinces matching CanWest Raise-a-Reader funds raised in British Columbia, Prince Edward Island and Nova Scotia. Through the support of Premier Gordon Campbell, the B.C. government has matched funds raised by Raise-a-Reader in both Vancouver and Victoria over the past 3 years, totaling \$2 million.

"This marks another milestone for Raise-a-Reader and for so many communities throughout Manitoba," said Leonard Asper, President and CEO, CanWest Global Communications Corp. "We have invited all provincial governments to assist in this effort and recognize the value of continuously building a more literate society across Canada. On behalf of the Winnipeg Free Press and CanWest, we proudly acknowledge Premier Gary Doer, the Honorable Diane McGifford, Minister of Advanced Education and Literacy and the Manitoba government for this valuable contribution."

"Literacy and a love of learning is our first building block of a better community, and the means through which every citizen can realize their full potential. This is the fundamental idea behind this government's commitment to making education the foundation of economic development," said Premier Gary Doer.

100% of these funds, along with the \$90,000 raised in Manitoba will go directly to local literacy and educational programs. Since its national launch in 2002, the CanWest Raise-a-Reader program has raised more than \$315,000 in Manitoba and \$7.5 million across Canada.

CanWest Raise-a-Reader funds reach numerous Manitoba literacy beneficiaries through established programs such as the Literacy Partners of Manitoba, CNIB, International Centre, Literacy Works Inc., Winnipeg Foundation's Literacy for Life Fund, as well as Big Brothers Big Sisters of Winnipeg, Native Women's Transition Centre, Alpha House, Osborne House and the Millennium Library to name a few.

CanWest Raise-a-Reader is a year-round fundraising initiative spearheaded by CanWest Global Communications Corp. and partner newspaper properties in nineteen cities across Canada, all participating on the annual CanWest Raise-a-Reader Day, **Wednesday, October 3, 2007**.

For more information on CanWest Raise-a-Reader or to make a donation, please visit www.raiseareader.com.

CanWest Global Communications Corp. (www.canwestglobal.com), an international media company listed on the TSX (trading symbols: CGS and CGS.A) and NYSE (trading symbol: CWG), is Canada's largest media company. CanWest is Canada's largest publisher of daily newspapers, and owns, operates and/or holds substantial interests in free-to-air and subscription-based television networks, out-of-home advertising, web sites, and radio stations and networks in Canada, New Zealand, Australia, Singapore, Indonesia, Malaysia, Turkey, the United States and the United Kingdom.

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