



Press Release
April 2, 2009

For immediate release

The Independent Production Fund (IPF) and the Cogeco Program Development Fund collaborate to support the industry.

The Independent Production Fund and the Cogeco Program Development Fund are collaborating on an exceptional basis to support the financing of the production of dramatic series this year.

In January, the IPF announced that it would eliminate its March application deadline this year as funds available for the support of dramatic series would be reduced, as its endowment had decreased in value due to the economic situation. Meanwhile, the Cogeco Fund noted a significant decrease in applications to its Production program for the financing of MOW's and mini-series.

Therefore, in an effort to enhance their support of the production industry this year, the IPF and the Cogeco Fund are adapting their respective eligibility criteria. On May 1, the IPF will accept all applications for dramatic series destined for private broadcasters in which principal photography has commenced since March 15, 2009. These applications will be eligible for consideration by either Fund. The Cogeco Fund will also accept applications for series produced for public broadcasters at a special May 1 deadline.

“This financial partnership is a much appreciated initiative,” stated Charles Ohayon, President of the Board of Directors of the Independent Production Fund. “I thank Yves Mayrand and his Cogeco Fund Board for adapting to the needs of the industry and contributing to the quality of Canadian dramatic series”.

Since its creation in 1991, the IPF has invested over \$50 M in the production of 223 dramatic series as well as pilots and professional development projects. This was made possible by the interest generated by a \$29 M endowment which was valued at \$38 M in August 2008, and from recoupment from series investments.

The Independent Production Fund is a private foundation with charitable status. It is operated by an independent Board of Directors representing the industry that is responsible for all funding decisions. It also undertakes the administration of other independent Funds including the Bell Broadcast and New Media Fund and the Cogeco Program Development Fund.

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For further information:

416-977-8966

info@ipf.ca

www.ipf.ca

514-845-4334

fipinfo@ipf.ca