



The JUNO Effect: Feist Sees 153% Bump in Sales Following Appearance on CTV Broadcast

-- July Black jumps 57% and Michael Bublé grows by 36% as *The 2008 JUNO Awards* performers bask in post-broadcast sales glow --

Toronto, ON (April 17, 2008) – *The 2008 JUNO Awards* did more than just spotlight Canada's musical talent and rock out with stellar TV ratings – it increased CD sales as well. Canadian artists who appeared on CTV's broadcast of *The 2008 JUNO Awards* on April 6 are now enjoying "the JUNO effect" with remarkable increases in CD sales, data from Nielsen SoundScan confirms. Indie darling and five-time JUNO winner Feist saw a 153 per cent increase in sales for her latest release, *The Reminder*. The CD, which has been on the charts for almost an entire year, jumped from #19 two weeks ago to #2 this week. Four JUNO-related CDs placed in the Top 10 list of the most sold CDs this week.

Increases were seen for a number of artists featured in the CTV broadcast:

- July Black's *Revival* jumped 57% in sales, moving from #146 two weeks ago to #63 this week.
- Michael Bublé's *Call Me Irresponsible* jumped from #27 to #7 on the chart with an increase in sales of 36%. Similarly, his 2005 release, *It's Time*, saw an increase of 22% after 166 weeks on the chart.
- Anne Murray's *Duets, Friends & Legends* jumped nine spots from #19 to #10 on the chart.
- Hedley's *Famous Last Words* jumped from #42 to #21 with an increase in sales of 18%.
- Finger Eleven's *Them Vs. You Vs. Me* swelled by 11%
- The *JUNO Awards 2008* compilation CD moved from #27 two weeks ago to land at #9 on the chart.

****Media Note** - Download photos from *The 2008 JUNO Awards* at www.ctvmedia.ca.**

After airing live from Calgary's Pengrowth Saddledome, the April 6 broadcast of *The 2008 JUNO Awards* on CTV was the most-watched program of the night on Canadian television with 1.45 million viewers. Up 56 per cent compared to last year's broadcast (925,000), it was the second most-watched *JUNO Awards* ever on CTV, according to BBM Nielsen Media Research, since Shania Twain hosted from Ottawa in 2003. The two-hour program was simulcast for the first time on participating CHUM radio stations, and received several encore broadcasts on MuchMoreMusic. *The 2008 JUNO Awards* airs again on MuchMoreMusic on **Saturday, April 26 at 8 p.m. ET.**

Seven awards were handed out over the course of the broadcast. In addition to Feist taking home three trophies, Michael Bublé was the JUNO Fan Choice Award winner (presented by Doritos), Blue Rodeo captured Group of the Year, Paul Brandt won for Country Recording of the Year, and Wintersleep was named New Group of the Year (sponsored by FACTOR and Canada's Private Radio Broadcasters). Veteran Canadian rock act Triumph was inducted into the Canadian Music Hall of Fame. A complete list of winners can be found at www.junoawards.ca or www.junos.CTV.ca.

About The 2008 JUNO Awards:

Hosted by Russell Peters, **The 2008 JUNO Awards**, Canada's Music Awards, aired on CTV and CHUM Radio on Sunday, April 6 from the Pengrowth Saddledome in Calgary, Alberta. It was the seventh year in a row that *The JUNO Awards* aired on CTV, the official broadcast partner of the JUNO Awards. Since going live from St. John's in 2002, CTV has broadcast *The JUNO Awards* from Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006) and Saskatoon (2007). Previous hosts of *The JUNO Awards* on CTV include Nelly Furtado (2007), Pamela Anderson (2006), Brent Butt (2005), Alanis Morissette (2004), Shania Twain (2003) and Barenaked Ladies (2002). *The 2009 JUNO Awards* will be broadcast from Vancouver on March 29, 2009 on CTV.

The 2008 JUNO Awards was produced by Insight Productions in association with CTV and the Canadian Academy of Recording Arts and Sciences (CARAS). Executive producers were John Brunton and Barbara Bowlby for Insight Productions and Melanie Berry and Stephen Stohn for CARAS. Louise Wood is Producer and Donna Luke was Line Producer. Rob Farina is Vice-President of Programming for CHUM Radio. Ed Robinson is Executive Vice-President, Programming, CTV. Susanne Boyce is President, Creative, Content and Channels, CTV Inc.

Sponsors of the 2008 JUNO Awards included FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund", The Government of Alberta, The City of Calgary, Tourism Calgary, Calgary Arts Development and Radio Starmaker Fund.

Broadcast sponsors for **The 2008 JUNO Awards** were Pontiac, Doritos, TD Canada Trust and Rogers.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through television vehicles such as The JUNO Awards. For more information on the 37th Annual JUNO Awards, visit the Canadian Academy of Recording Arts and Sciences' (CARAS) website at www.junoawards.ca.

About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV National News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

Web Links:

CTV's JUNO Awards website: www.junos.ctv.ca

Official JUNO Awards website: www.junoawards.ca

CARAS website: www.carasonline.ca

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For information about ***The 2008 JUNO Awards***, contact:

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