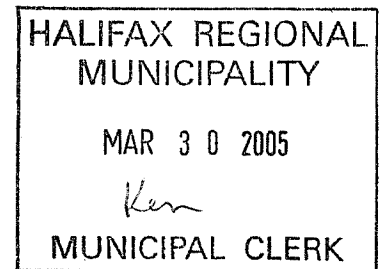
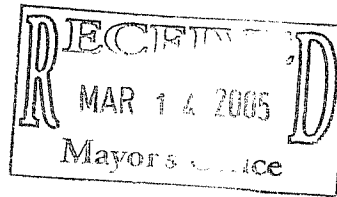


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Monday, March 7, 2005

His Worship Mayor Peter J. Kelly
Halifax Regional Municipality
P.O. Box 1749 1841 Argyle Street
Halifax, NS
B3J 3A5



Dear Mayor Kelly:

**Re: Pelmorex's All Channel Alert (ACA) proposal
CRTC Application #2004-1260-2**

I am writing to seek your support for Pelmorex's All Channel Alert service, an emergency warning system for Canadians that would alert communities of impending local emergencies threatening life or property with a television broadcast message. ACA will provide a vital tool in every municipality's emergency preparedness strategy.

The federal broadcast regulator, the Canadian Radio-television and Telecommunications Commission (CRTC), will soon be initiating a public proceeding to consider our proposal. I urge you to seek your Council approval to support our application now, so that you can respond quickly when the CRTC calls for public input.

How ACA works

The ACA service will notify television viewers immediately if an emergency situation is fast developing in their community, no matter what channel they are watching on cable or satellite. Only messages from authorized government agencies, like Environment Canada or local municipalities, will be broadcast. And only viewers in the affected community are notified. An "emergency" is defined as an imminent or unexpected threat to life and property such as tornadoes, severe thunderstorms, hailstorms, earthquakes, forest fires, acts of terrorism, and chemical spills. Please see www.allchannelalert.com for details.

We have submitted our ACA proposal to the CRTC, requesting an amendment to our broadcast licence and approval of a monthly fee of 8¢ per television subscriber to offset capital and operating costs. This funding approach is similar to the 911 emergency telephone service.

Pelmorex first applied to provide this service in 2000, and while the CRTC recognized the important public policy need for an ACA service, it turned down our application because of certain implementation concerns. It acknowledged strong support from government and emergency agencies and set out criteria for a successful application, to which we have now responded.

.../2

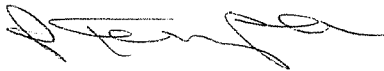
Stakeholders support ACA

The current CRTC process is well underway and it will soon call for public comment. We had more than 100 letters of support last time from municipalities across Canada, as well as dozens of other letters of support from such groups as the Federation of Canadian Municipalities, the Association of Municipalities of Ontario, the Fédération Québécoise des Municipalités, the Canadian Association of Fire Chiefs, and the Canadian Emergency Preparedness Association. However some municipalities who wanted to endorse our proposal in 2000 ran out of time to bring a supporting motion to Council in the comment period allowed by the CRTC.

We urge you to take steps today within your municipality for approval to send a letter of support. I invite you to visit our ACA website at www.allchannelalert.com. If you have any questions or need further information, please send us an email at aca2005@on.pelmorex.com or call me personally at 905-566-9511 ext 271. We will let you know when the CRTC Public Notice is issued calling for public input on our ACA application.

Your support is essential to the approval of this application which will provide municipalities with a rapid, automated way to reach its citizens in times of emergency.

Sincerely,



Paul Temple
Sr. Vice President, Corporate Development
Pelmorex Communications Inc.

Pelmorex is best known as the owner of The Weather Network and MétéoMédia, and we are leaders in providing customized weather-related content and services to business and consumer markets in Canada.

All Channel Alert backgrounder for municipalities

The ACA (All Channel Alert) is an emergency warning service that would allow authorities to alert communities of impending local emergencies threatening life or property with a message on their television screens. No matter what television channel you are watching on cable or satellite, you will be notified in seconds if an emergency situation is developing that affects your area.

An "emergency" is defined as an imminent or unexpected threat to life and property caused by a severe weather disturbance, natural disaster or other similar type of emergency situation. Examples are tornadoes, severe thunderstorms, hailstorms, earthquakes, forest fires, acts of terrorism, chemical spills and nuclear waste accidents.

What are the benefits of the ACA service?

It is quick, efficient and reaches a large number of people in seconds; it delivers the message unaltered from the authorized government agency, and therefore is not subject to interpretation; it is available in both official languages; it targets the message only to the local viewing area affected by the emergency.

Who will be authorized to send emergency alerts besides Environment Canada?

In conjunction with federal, provincial and territorial authorities Pelmorex proposes to make this service available to local government authorities such as municipalities. While Pelmorex will control the transmission of the emergency messages, authorized government agencies will determine their content and identify to whom they are directed.

What will it cost municipalities?

There is no charge for ACA authorized users. Pelmorex has applied to the CRTC for a monthly fee of 8¢ per cable or satellite subscriber to offset capital and operating costs, including user training and public education. This funding approach is similar to the 911 emergency telephone service.

Who is Pelmorex?

Pelmorex Communications Inc. is the Canadian company behind the ACA technology. We own and operate **The Weather Network** and **MétéoMédia**, which are distributed to more than 10 million Canadian households and businesses. Pelmorex is a leader in providing customized weather-related content and services to business and consumer markets in Canada, including www.theweathernetwork.com and www.meteomedia.com.

What is the timetable for approval?

The CRTC process is underway with a public comment period expected soon and a final decision expected by fall. The CRTC takes public support into account in its decisions.

How can we support ACA?

Please write to the CRTC. To see what others have said about the ACA service, and for tips on preparing your letter of support, visit our website or e-mail us. Thank you!

**For more information about ACA,
please visit www.allchannelalert.com
or e-mail aca2005@on.pelmorex.com**