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Ontario

**Ontario Media
Development
Corporation**

**Société de
développement
de l'industrie
des médias
de l'Ontario**

News Release / Communiqué

September 25, 2007

ONTARIO MEDIA DEVELOPMENT CORPORATION WINS TOP AWARD FOR ITS DIGITAL LOCATIONS LIBRARY DATABASE

TORONTO — The 2007 Public Service Quality Fair bestowed its top honour -- a Level III Award of Excellence -- on the Ontario Media Development Corporation for its innovative online **Digital Locations Library Rebuild Project**. The project was also selected to be an exhibitor at the Fair, which was held at the Metro Toronto Convention Centre yesterday.

"We are delighted to receive this prestigious award," said Karen Thorne-Stone, President & Chief Executive Officer of OMDC. "Our dynamic, interactive and fully searchable locations library promises to revolutionize the way film producers scout potential sites for their upcoming productions. Congratulations to OMDC's team and to supplier Dapasoft for vastly improving the quality of the system and for achieving a new industry standard for digital location libraries in North America."

OMDC's digital locations library enables film and television producers to view over 7,400 digital locations, consisting of more than 140,000 individual digital images. Many of these locations, from all across Ontario, have doubled for a wide variety of locales around the world, including New York, Washington, New England, Europe, and such exotic sites as the Antarctic and even Morocco.

In the highly competitive film industry, this system is an invaluable tool for marketing Ontario's huge variety of locations quickly and effectively to domestic and international clients. The database's simple search interface allows users to access a huge visual database of unique Ontario locations and can provide them with online photographic package delivery 24/7. The library can be viewed at <http://digitallibrary.omdc.on.ca>.

Held annually for the past 10 years, the Public Sector Quality Fair (PSQF) is an annual event showcasing service quality excellence within Ontario in the federal, provincial, municipal and broader public sector. The objective of the PSQF is to promote the use of quality management principles and practices in the public sector and to celebrate that excellence.

About Ontario Media Development Corporation:

Ontario Media Development Corporation's mandate is to build Ontario's cultural industries' capacity and competitiveness. Through tax credits, programs and services for the film and television, book and magazine publishing, music and interactive digital media industries, OMDC maximizes opportunities for growth and innovation in Ontario and abroad.

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