

PRESS RELEASE



W NETWORK PREMIERES BRAND NEW SERIES *BURN MY MORTGAGE* TUESDAY, OCTOBER 5 AT 8 P.M. ET/PT

Hosted by acclaimed Financial Expert Kelley Keehn and Motivator Chad Bisch

**Viewers can catch a full episode online now at
www.wnetwork.com/burnmortgage**

(September 15, 2010 - Toronto, Canada) *Burn My Mortgage* is a high-energy, action-packed, half-hour series that shows clueless homeowners that with a little bit of pain, there is a lot to gain when it comes to paying off one of life's biggest purchases. Premiering **Tuesday, October 5 at 8 p.m.** on **Corus Entertainment's W Network**, *Burn My Mortgage* is Produced by RTR Media in association with W Network, and sponsored by Manulife One.

In *Burn My Mortgage*, through three eye-opening, money-centric challenges, families learn that the only obstacles between burning years off their mortgage and saving hundreds of thousands of dollars are choices and priorities. Widely quoted financial expert, media personality and author of six books, **Kelley Keehn**, is the host of the series and voice of reason that these families need to hear. With some tough love and hard facts, Kelley shows the families that lifestyle and bad habits are standing in the way of their goals. Popular television host **Chad Bisch** partners with Kelley in his key role as *The Motivator*. Bringing energy, excitement and humour to *Burn My Mortgage*, Chad navigates the families through challenges that highlight their financial weaknesses and inspire them to take action. Each family that follows the rules and successfully completes challenges receives a head start savings reward of up to \$5000 provided by Manulife One.

"*Burn My Mortgage* takes the best of television by combining entertainment with information. It's a fun way to show people how small changes today will lead to home ownership, education for their children and money in the bank for their dreams", says executive producer Kit Redmond.

In the first episode, premiering **Tuesday, October 5 at 8 p.m.**, parents Roman and Christine dream of a mortgage-free future where they can give their kids the financial leg-up their own parents afforded them. But in order to do that this family has to trade in their 'wants' for 'needs', and shelve their champagne lifestyle.

W Network is giving the viewers a special online sneak peek of the first episode of *Burn My Mortgage*. Audiences can go to wnetwork.com/burnmortgage to get an advance look at the series before the premiere on October 5.

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to a popular games section and a rich online community. W has built a leadership position as "marketing to women experts" through its various research initiatives, including The Her Report.

W Network is owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) exchange. Experience Corus on the web at www.corusent.com.

RTR Media produces inventive and entertaining television series and cross-media content for the international marketplace. We put heart into our content, money on the screen, and great talent on the air. RTR Media was founded in 2004. Since then, it has produced factual and cross-media content for Corus Entertainment, Comcast International, Canwest, Alliance Atlantis, and for such networks as W Network, HGTV Canada, HGTV US, HGTV.com, The Style Network, Slice, E! Network, and Global Television. www.rtrmedia.com

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All times are ET/PT.

For high-resolution images, please visit: <http://mediacentre.corusent.com>

While in Toronto, Kelley Keehn stays at Cambridge Suites Hotel
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www.kelleykeehn.com

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