



## NEWS RELEASE

### **252 Media Scores Exclusive Partnership with Cricket Canada**

TORONTO, February 23, 2009 – 252 Media Inc. announced today that it has been named the official sponsorship and community activation agency of Cricket Canada.

252 Media will work extensively with Cricket Canada to develop and execute the national body's sponsorship agreements. Through its partnership, 252 Media will focus on growing the sport throughout Canada, executing the organization's major sport and community events and enhancing Cricket Canada's website.

Cricket Canada's current corporate partners include Scotiabank, a Premier National Sponsor.

"We're thrilled to partner with 252 Media on this initiative," said Ben Sennik, President of Cricket Canada. "252 Media's management team, market knowledge and internal resources will be invaluable to our organization as we continue to promote and introduce cricket to a new generation of Canadian sport fans."

Established in 1892, Cricket Canada is the national regulatory body that oversees the sport throughout Canada. Cricket, which enjoys a huge following on the Indian sub-continent and in Australia, South Africa, the West Indies and the United Kingdom, is one of the most popular sports within Canada's multicultural communities.

"Cricket enthusiasts are some of the most passionate sports fans in Canada," said Nigel Da Costa, Partner of 252 Media. "The sport's popularity in Canada is perhaps one of advertising's best kept secrets. Together with Cricket Canada, we look forward to enhancing the awareness of the sport and its appeal at both the corporate and community level."

Canada's national cricket team is currently ranked 15th in the world and previously competed in the 2003 and 2007 Cricket World Cups. In 2012, Cricket Canada will host the Under-19 Cricket World Cup.

252 Media is a custom content creation company that specializes in executing multiplatform extensions for established or emerging brands including popular sports radio host Bob McCowan's soon to launch official website, Fadoo.ca. Built on the principle that good content should be available for customers how they want it and where they it, 252 Media is working with companies to create web, mobile and TV extensions for their content. For more information visit [www.252mediainc.com](http://www.252mediainc.com).

**(more)**

For further information contact:

Eric Michalko  
Communications Consultant  
252 Media Inc.  
(416) 669-2401  
[emichalko@rogers.com](mailto:emichalko@rogers.com)

Ingleton Liburd  
Chief Executive Officer (Interim)  
Cricket Canada  
(416) 426-7285  
[ingletonl@gmail.com](mailto:ingletonl@gmail.com)