

## **Get ready to tune into mining television**

The curtain is set to rise on Canada's newest television channel on Monday, October 2, 2006. IDNR-TV, natural resources television, will highlight the roles and contributions of mining and other natural resource industries in our society and economy.

IDNR-TV is the idea of its Chairman and CEO Ivor Barr, who has worked tirelessly not only in producing quality television but in clearing the hurdles and managing the logistics to get the new channel on the air. The customers of Persona Digital cable, which serves Northern Ontario, will be able to tune into IDNR-TV in October.

"Our goal is to accurately reflect the importance of the natural resource sector to the development and prosperity of Canada," said IDNR-TV Chairman and CEO Mr. Barr.

"This is the first time, anywhere in the world, where a television channel with this focus will be broadly available to viewers. Canada is recognized as the global leader in mine financing, mine finding, mine development, mineral processing, safety and environmental management, so it is appropriate this channel airs here."

The programming will include personality profiles, investment advice, business and market stories, company reports, science and technology features and a multitude of socially dedicated programs, advises IDNR-TV President Elaine Ellingham.

"Modern mining is a high-tech, safe and environmentally responsible industry filled with talented and innovative people," said Ontario Mining Association President Chris Hodgson. "This new television channel can be another step toward helping people gain a better understanding of our industry."

For more information on IDNR-TV go to <http://www.idnrtv.com>.