

LOOK digital TV is now available in your area – an affordable alternative to satellite & take-it-or-leave-it cable packages.

Far more affordable than satellite and far more user-friendly than cable, LOOK is the very latest in TV distribution technology – now available in Southern Ontario, even in some places where you can't get cable.

When you subscribe to the LOOK basic package, you'll also have immediate access to dozens of Canadian, American, specialty, movie and pay-per-view channels. And with LOOK, you'll never have to buy anything because your digital reception equipment is included in your monthly subscription.

Unlike cable, LOOK digital TV gives you exceptional video and sound quality. So when you get a load of LOOK, you're going to love it. You don't need a home entertainment system to enjoy LOOK's superior resolution, but if you do happen to have one – wow! And the sound's so good, we're including 30 DMX commercial-free music channels with every subscription.

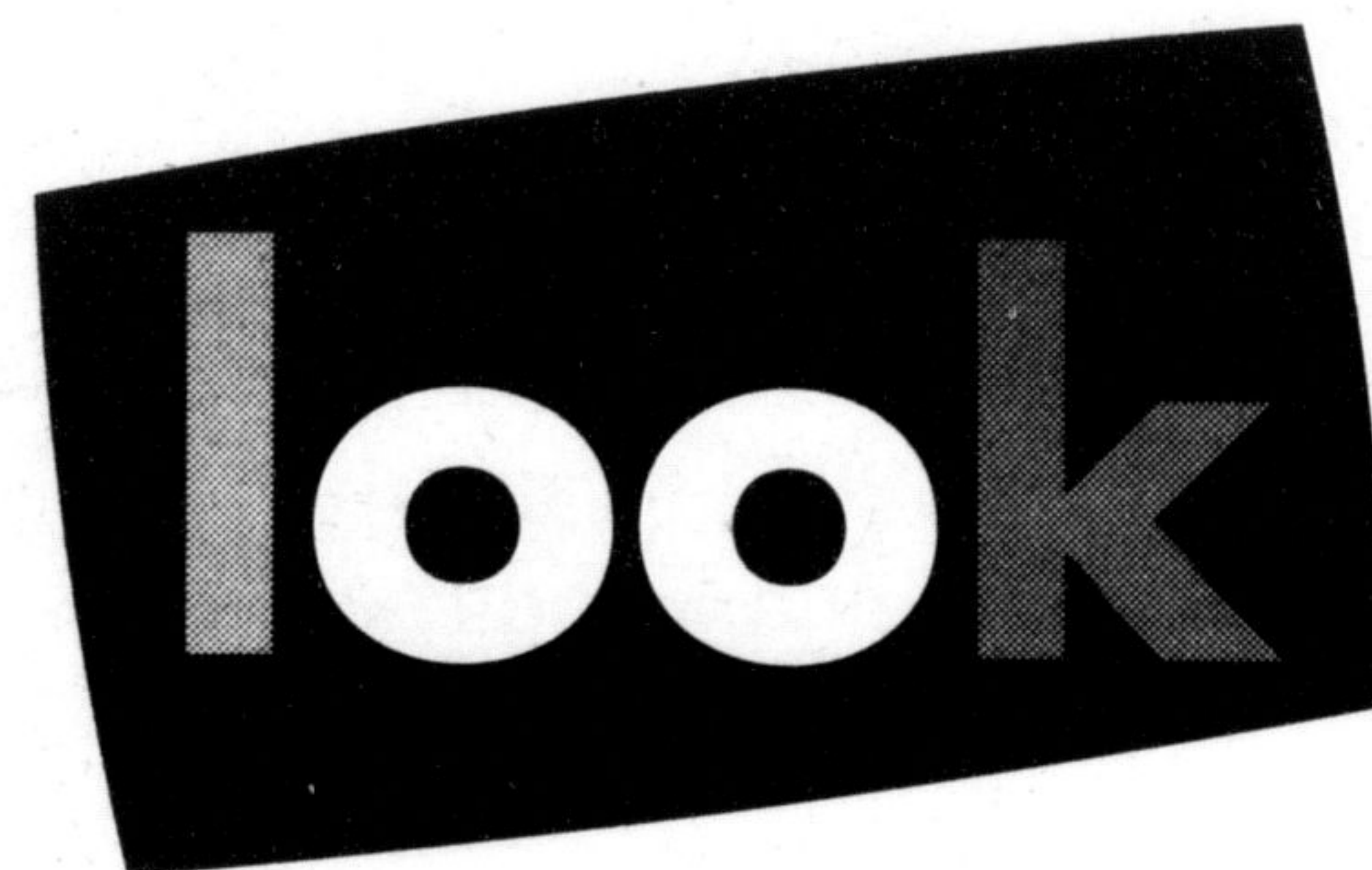
Don't pay for what you don't watch. Beyond LOOK's basic package, it's up to you which specialty channels you'll receive.

With LOOK Pick-10 and Pick-20 packages, for example, if you're mainly into sports, you could pick channels like TSN, Headline Sports, Golf, Outdoor Life and Speedvision. If you're into movies, LOOK offers MOVIEPIX, A&E, Bravo!, Showcase, Prime, Space and TBS.

And if you're concerned about what your kids are watching, now's your chance to take control, with Family Channel, Treehouse, Discovery, TLC and Teletoon.

Because with LOOK, you're finally liberated from take-it-or-leave-it cable packages.

TAKE CHARGE OF TV. TAKE



You wanted it. You got it. **Design your own LOOK channel package!**

look BASIC	\$19.95 per month, including all equipment and 30 DMX CD-quality commercial-free themed music channels	Global CFMT CBLT Crossroads Television System* The Weather Network CFTO	CBLFT CITY TV ON TV CKVR CKCO CHEX LOOK Billboard	PPV Barker Channel WNED (PBS) WKBW (ABC) WGRZ (NBC) WIVB (CBS) WUTV (Fox) CBC Newsworld	TVO TFO CTV News 1 CTV Sports Net* YTV DMX
look TOP 10	LOOK BASIC plus 10 of our most popular specialty channels for \$29.95 per month	A&E Bravo! CNN	Discovery MOVIEPIX MuchMusic	Showcase The Learning Channel TSN	Teletoon
look PICK 10	LOOK BASIC plus YOUR CHOICE of 10 specialty channels for \$29.95	A&E Bravo! CNN Discovery MOVIEPIX	Canadian Learning Television* CMT CNN Headline News The Comedy Network Family Channel FiT TV Food Network Gameshow Network Golf Channel	HGTV Headline Sports History Television Life Network MuchMoreMusic* OLN Prime Space Speedvision TBS	TNN Telelatino Treehouse Vision WTN
look PICK 20	LOOK BASIC plus YOUR CHOICE of 20 specialty channels for \$36.95	MuchMusic Showcase The Learning Channel TSN Teletoon			
look PICK 'EM ALL	LOOK BASIC plus ALL specialty channels for \$39.95				
look PAY TV		TMN (all four channels) Asian Television Network	Fairchild Playboy TV	WGN WPIX	KTLA WSBK
look PAY PER VIEW		Viewer's Choice movie and event channels			

CRTC linkage rules apply. Call us for details. Taxes not included in prices quoted. *Available in Fall '98.

For a limited time only, subscriptions to our basic \$19.95 monthly package will include 2 free movies from Viewer's Choice, plus our entire selection of specialty channels, all of our superstations, and The Movie Network for a full 30 days at no extra charge. The 30 DMX music channels are yours to keep.

Almost everyone lives within LOOK's digital reception area. So give us a call and design your own channel package. Standard installation is only \$129.95. Additional setup boxes* available at \$9.95 per month.

Call:
1 800 356 LOOK

If there's anything else you'd like to know, visit our website at www.look.ca

For a demonstration of LOOK, visit the LOOK Hummer Caravan from August 27th to August 30th at Hillcrest Mall and from August 28th to August 30th at Markville Shopping Centre.

