



CHUM Limited Selects Unique Broadband Systems for CHUM Subscription Radio Canada Transmission Infrastructure

TORONTO, March 22, 2005 – CHUM Limited (TSX: CHM/CHM.NV.B) today announced that it has entered into a memorandum of understanding with Unique Broadband Systems Inc. (TSX Venture: UBS) to be the principal supplier of the transmitter infrastructure required to implement its proposed subscription radio service, CHUM Subscription Radio Canada (CSRC).

“UBS has proven itself as a leading-edge supplier of the type of ultra-wideband transmitter equipment required for a successful roll out of CSRC,” said Paul Ski, Executive Vice President Radio, CHUM Limited. “Together with our previously announced memorandum of understanding with RadioScape for receiver design and manufacturing, this places CHUM in a position to react quickly should our application receive a favourable CRTC decision.”

“CHUM is internationally recognized as a progressive and innovative broadcaster,” said Gerald T. McGoey, Chairman and CEO of UBS Inc. “As a recognized leader of wireless broadband solutions, we look forward to the opportunity to work with them on what promises to be an exciting new service for Canadians.”

CHUM, in partnership with Astral Media Inc., currently has an application before the CRTC which, if approved, would create a Canadian-owned, controlled and operated terrestrial-based subscription radio service that will deliver 50 to 100 channels of unique content, including 15 to 20 francophone stations, all with CRTC-prescribed levels of Canadian content for a monthly fee of \$9.95. The channels will feature a diverse mix of programming developed by and for Canadian audiences, where Canadian artists feature prominently. Channels will include contemporary and niche music formats, multilingual and ethnic programming, and content from around the world.

UBS is a recognized leader in the deployment of high-speed mobile audio, video and broadband networks. They have the intellectual property, along with the knowledge and extensive experience, for utilizing COFDM technology, which allowed them to deploy XM Satellite Radio Inc.’s terrestrial repeater networks in 77 markets in the US and live mobile TV networks in 2000 buses in Singapore.

In October 2004, CHUM entered into a memorandum of understanding with UK-based RadioScape Limited, a respected global DAB broadcast service and receiver technology provider that supports some of the world’s largest digital radio networks, to

develop a digital radio receiver for CSRC in addition to supplying the required broadcasting and receiving technology and equipment.

A decision from the CRTC is expected in the next few months. If licensed, CHUM anticipates a launch of CSRC in mid 2006.

For more information about CHUM's application for CSRC, visit www.chumlimited.com/radio.

UBS Inc. is a publicly listed Canadian company (TSX Venture: UBS) that has investments in broadband assets and a 51% equity investment in Look Communications Inc. (TSX Venture: LOK). With its licensed spectrum through its subsidiary, Look Communications Inc., UBS is a Canadian digital television broadcaster and broadband wireless service provider. The Company's web site may be found at www.uniquebroadband.com.

CHUM Limited (TSX: CHM/CHM.NV.B, www.chumlimited.com), one of Canada's leading media companies and content providers, owns and operates 33 radio stations, 12 local television stations and 21 specialty channels, as well as an environmental music distribution division. Through international format licenses and program sales, CHUM's original content is seen in over 130 countries worldwide and is distributed via new media platforms, including interactive television, wireless services and exclusive CHUM-branded Internet properties.

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