

Investors Fact Sheet

First Quarter – Fiscal 2012

TSX: ACM.A / ACM.B

Financial Highlights

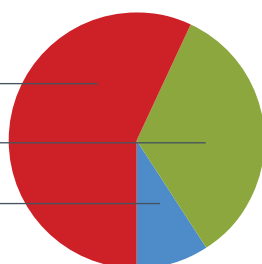
REVENUE MIX

Fiscal 2011

TELEVISION
57%

RADIO
34%

OUT-OF-HOME
9%



	Q1 – FY 12	FY 11 ⁽²⁾
Revenue	\$271.1 M	\$1,015.4 M
EBITDA ⁽¹⁾⁽³⁾	\$90.4 M	\$314.0 M
Net earnings ⁽³⁾	\$55.8 M	\$167.1 M
EPS (diluted) ⁽³⁾	\$1.00	\$2.93

Astral kicks off Fiscal 2012 with a strong first quarter performance

"I am pleased with our Company's overall growth in the first three months of Fiscal 2012. Once again, our balanced asset mix and geographical footprint enabled us to display continued consolidated growth at all levels, achieved in spite of the challenging economic and advertising conditions in which we operate. While we remain in a low visibility environment, I am confident that the ongoing efforts to strengthen our multiplatform offering and presence in key markets, combined with new television distribution agreements and continued investments in our brands, provide us with the optimal conditions to achieve our goals."

Ian Greenberg

President and Chief Executive Officer
February 2, 2012

Corporate Highlights

15 consecutive years of profitable growth

Well-balanced revenue mix

Diversified portfolio of assets and brands

Powerful global brands such as Disney, HBO, Virgin Radio and NRJ

Premium programming available On Demand and on multiple platforms

Healthy balance sheet and strong free cash flows

Financial Highlights

(in thousands of \$ except for per-share data)

	Q1 – 2012	Q1 – 2011 ⁽²⁾
Revenues	\$ 271,100	\$ 267,093
EBITDA ⁽¹⁾	90,401	89,106
Net earnings	55,756	53,055
Cash flow from operations ⁽¹⁾	68,962	66,731
PER-SHARE DATA (in dollars)		
Basic earnings per share ⁽³⁾	1.01	0.93
Diluted earnings per share ⁽³⁾	1.00	0.92
Book value ⁽⁴⁾	27.61	25.79
Weighted average number of shares outstanding – diluted (in thousands)	55,993	57,577

(1) See definition in the "Additional IFRS Measures" section in the Management's Discussion and Analysis.

(2) Amounts are presented under International Financial Reporting Standards ("IFRS"). See details in Note 2 of the interim condensed consolidated financial statements for the three-month period ended November 30, 2011.

(3) Including \$5.0 million of restructuring charges recorded during the third quarter of Fiscal 2011 (\$3.5 million net of income taxes).

(4) Based on the number of shares outstanding as at November 30.

Profile

Astral is a leading Canadian media company, reaching people through a combination of highly targeted media properties in television, radio, out-of-home advertising, and digital media. The Company country's largest broadcaster of English- and French-language pay and specialty television services and operates, on its own or with partners, 24 television services, including The Movie Network/HBO Canada, Super Écran, Family, Disney Junior, Canal Vie, Canal D, VRAK TV and Teletoon. Astral is also Canada's largest radio broadcaster with 84 licensed radio stations in 8 provinces, including NRJ, Rouge fm, Virgin Radio, boom, EZ Rock and The Bear. Astral Out-of-Home is one of Canada's most dynamic and innovative out-of-home advertising companies with over 9,500 faces located in the largest markets in Québec, Ontario and British Columbia. The Company also operates over 100 websites with a high level of interactivity and a variety of different products and services online. Astral employs over 2,800 people at its facilities in Montréal, Toronto, and a number of cities throughout Canada. The shares of Astral Media Inc. trade on the Toronto Stock Exchange under the ticker symbols ACM.A/ACM.B.

Television



Canada's largest pay and specialty television broadcaster

– 24 television services owned in whole or in partnership

– Several of the most popular and exciting television brands in Canada

Radio



84 radio stations in 50 markets

– 15 million listeners each week

– Most sought-after radio brands: NRJ, Rouge fm, Virgin Radio, EZ Rock and boom

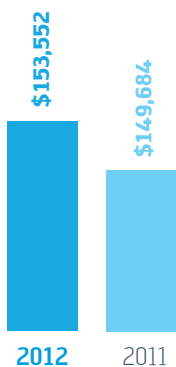
Out-of-Home



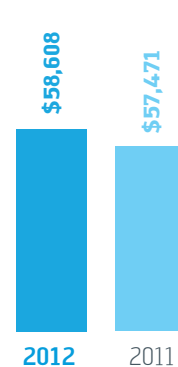
Over 9,500 strategically located advertising faces in key markets of Québec, Ontario and British Columbia

– National Digital outdoor advertising network of 39 faces in Canada's top three advertising markets

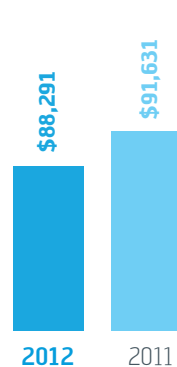
Q1 – REVENUES
(in thousands of \$)



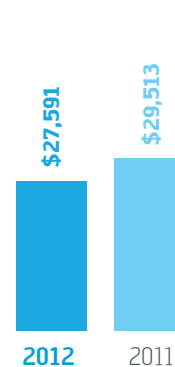
Q1 – EBITDA
(in thousands of \$)



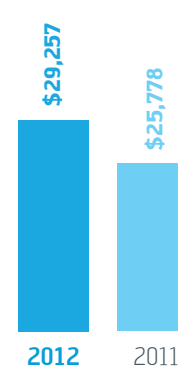
Q1 – REVENUES
(in thousands of \$)



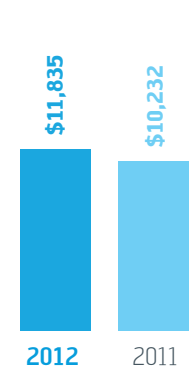
Q1 – EBITDA
(in thousands of \$)



Q1 – REVENUES
(in thousands of \$)



Q1 – EBITDA
(in thousands of \$)



Contacts

Astral Media Inc.
1800 McGill College Avenue
Suite 2700
Montréal, Québec, Canada
H3A 3J6

Analysts and investors
Robert Fortier
Vice-President and
Chief Financial Officer
514-939-5000
rfortier@astral.com

Media
Hugues Mousseau
Director, Corporate Communications
and Synergies
514-939-5000
hmousseau@astral.com

