
**Valiant Trust Company appointed transfer agent
for Score Media Inc.**

November 3, 2009, Toronto, Ontario – Valiant Trust Company (Valiant Trust) today announced its appointment as transfer agent and registrar for the Special Voting and the Class A shares of Score Media Inc. (Score Media) effective October 16, 2009. The Class A shares are traded on the Toronto Stock Exchange under the symbol “SCR”. Valiant Trust has also been appointed as administrator under the Score Media employee share purchase plan and the incentive stock option plan.

“Valiant is extremely pleased to add to our growing list of clients a premier company like Score Media. We look forward to a long and successful relationship with Score Media as we continue to develop our business in Ontario,” said Adrian Baker, President of Valiant Trust.

“Score Media Inc. is pleased to partner with Valiant Trust for our Registrar, Stock Transfer and Employee Plans needs and we look forward to building a strong and long-term working partnership between the organization, our shareholders and our employees” commented Asha Daniere, Senior Vice President and General Counsel, Score Media Inc.

About Valiant Trust

Valiant Trust Company is a deposit taking federal trust company providing Corporate Trust, Stock Transfer, and Employee Incentive Plan services to public and private companies. Clients are serviced through offices in Calgary, Vancouver, Edmonton and Toronto. Valiant is a wholly owned subsidiary of Canadian Western Bank, which is listed on the Toronto Stock Exchange under the trading symbol “CWB”. For more information visit www.valianttrust.com.

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