



Important Notice for Unexchanged Holders of Astral Communications Shares

Dear Shareholder:

Our records show that you still hold Astral Communications shares. There is no longer a market for these shares as a result of a corporate action undertaken by Astral Media Inc. Following this transaction, you are now due 1.0 of an Astral Media Inc. Class A share and 1.0 of an Astral Media Inc. Class B share for every Astral Communications share you own. At the close of February 5, 2010, Astral Media Inc. Class A shares traded at \$34.58 (Cdn) per share and Class B at \$35.59 (Cdn) per share. Both the number of Astral Communications shares you hold and the Astral Media Inc. Class A and Class B shares due you are indicated on the attached Claim Card.

At various times, you have been notified to send in your Astral Communications share certificate(s) to exchange for shares of Astral Media Inc. Those notices remain in effect. As a result of not receiving a response from you, Georgeson Shareholder Communications Canada Inc. ("Georgeson") has now been retained to assist you in claiming your shares (the "Program"). To claim your shares of Astral Media Inc. through this voluntary Program, you may complete the Claim Card below and return it along with your Astral Communications share certificate(s) in the envelope provided. *Even if you have misplaced your Astral Communications certificate(s), you may still participate in this voluntary Program.* Alternatively, you may contact Astral Media Inc.'s transfer agent, Computershare Trust Company of Canada, to complete this exchange. If you choose to use this Program, a fee of \$5.10 (Cdn) per each Astral Media Inc. share due you will be deducted from your proceeds and paid to Georgeson.

Please read these materials carefully. **There is no benefit in continuing to hold your Astral Communications share certificate(s).** The stock to which you are entitled cannot be sent to you until you surrender your Astral Communications share certificate(s) through this Program or by other means. Eventually, if you continue to do nothing, your assets associated with your Astral Communications shares may be turned over to certain provincial authorities under abandoned property laws, which may allow you to claim them at a later date. Georgeson is being permitted to administer this voluntary Program through **June 30, 2010**, although an extension may be granted. If you have questions after reading this material, call Georgeson, toll-free, at **1 (800) 890-1037** for assistance.

Sincerely,

Astral Media Inc.

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CLAIM CARD FOR UNEXCHANGED HOLDERS OF ASTRAL COMMUNICATIONS SHARES GEORGESON SHAREHOLDER COMMUNICATIONS CANADA, INC. PO Box 4236 Station A, Toronto, Ontario M5W 5P8

I, the undersigned, am the rightful owner of the Astral Media Inc. share entitlement listed on this Claim Card. I hereby attest that the address printed on this Claim Card is my current address of record. I understand that by signing and returning this Claim Card, I am confirming that I wish to have Georgeson assist me in recovering my entitlements. I understand that Georgeson will charge me a fee equal to \$5.10 (Cdn) per each Astral Media Inc. share due me, as described elsewhere in these documents, and, if I have lost my share certificate(s), an additional \$1.70 (Cdn) per each Astral Media Inc. share represented by the lost share certificate(s). I hereby direct Astral Media Inc. and its transfer agent, Computershare Trust Company of Canada, to issue a portion of the Astral Media Inc. Class A shares, otherwise issuable to me, directly to Georgeson, specifically, that number of whole shares, rounded down to the nearest whole share, equal to the aggregate fee divided by \$34.00 (Cdn). I further direct Georgeson to sell such shares to cover this fee.

X

SIGNATURE OF OWNER

X

SIGNATURE OF CO-OWNER, IF ANY

My daytime phone number is () _____

NOTE: If a certificate(s) for your shares is not presented along with this signed Claim Card, the unpresented share certificate(s) will be deemed lost and your signature will acknowledge that you agree to the terms and conditions of the Statement/Affidavit described on the back of this Claim Card.

1. How do I complete the Claim Card?

Simply indicate your Social Insurance or Taxpayer Identification Number and sign exactly as your name appears on the Claim Card. If more than one name is listed on the Claim Card, all parties listed must sign. If the Astral Media Inc. share certificate is to be issued in the name of a person other than the person(s) named on the Astral Communications share certificate(s), additional documents may be required to complete the transaction. Your signed Claim Card must be received in good order no later than **June 30, 2010**.

2. Why should I exchange my Astral Communications share certificate(s)?

As a result of the corporate action undertaken by Astral Media Inc., the Astral Communications shares you are holding no longer trade on any stock exchange. Following this transaction you are now due 1.0 of an Astral Media Inc. Class A share and 1.0 of an Astral Media Inc. Class B share for every Astral Communications share you own. You should now consider sending in your Astral Communications share certificate(s) so that they may be exchanged for the Astral Media Inc. shares due you, plus any other assets, if any, paid on these shares, through this voluntary program or by other available means, such as Astral Media Inc.'s transfer agent, Computershare Trust Company of Canada.

3. What if I don't have my Astral Communications share certificate(s)?

Complete the Claim Card and your Astral Communications shares will be replaced so that they may be exchanged for the Astral Media Inc. shares due to you, subject to an additional fee of \$1.70 (Cdn) per each Astral Media Inc. share represented by the lost certificate(s), as provided for by the Statement on the back of the Claim Card.

4. What happens if I choose to exchange my Astral Communications shares?

After verifying that the documentation is in order, the appropriate number of Astral Media Inc. shares and any other assets, if any, paid on these shares will be requisitioned and a new share certificate for Astral Media Inc. Class A shares and a new share certificate for Astral Media Inc Class B shares will be issued.

5. How is the fee to Georgeson calculated?

The fee, payable to Georgeson, is calculated at \$5.10 (Cdn) per each Astral Media Inc. share you are due. Similarly, the additional lost fee is calculated on the Astral Media Inc. share entitlement resulting from the exchange of the replaced shares represented by the lost certificate(s) at a rate of \$1.70 (Cdn) per each Astral Media Inc. share. For this purpose, your Astral Media Class A shares you may be due are valued at \$34.00 (Cdn).

6. What if I am the beneficiary or executor of an estate that holds Astral Communications shares?

Please contact Georgeson toll free at **1 (800) 890-1037** or collect at (514) 982-2390, for further instructions.

7. What about the protection of my personal information?

Your privacy and use of your personal information is important to Georgeson. As a provider of services to shareholders of numerous companies worldwide, the collection and use of personal information is fundamental to their day-to-day business operations. Only proper and legitimate means will be employed to collect personal information. Your personal information will be made available only to authorized persons solely for the purposes of asset reunification and Georgeson will protect your personal information by appropriate safeguards. For Privacy inquiries, please contact privacyofficer@georgeson.com.

If you need assistance, please call:

Georgeson

Toll Free in North America: 1 (800) 890-1037
Outside of North America: Collect (514) 982-2390

PLEASE SIGN THE FRONT OF THIS CARD

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