



News Release

B.C. Okanagan Research and Innovation Centre Joins Canadian Digital Media Network

Penticton, B.C. and Waterloo Region, ON (May 4, 2010) – The Canadian Digital Media Network (CDMN) today announced that the Okanagan Research and Innovation Centre (ORIC), a BC-based non-profit organization providing high-tech business incubator and accelerator programs and facilities, has joined the CDMN. The CDMN is working to connect organizations such as ORIC in a nationwide network to collaborate and share digital media research, technology development and commercialization expertise.

“Our goal at ORIC is to encourage creation of start-up companies and nurture sustainable growth of fledgling high-tech companies,” said Peter Haubrich, President of ORIC. “Given our mandate and the complementary agenda of the CDMN, we are delighted to join the nationwide initiatives of the CDMN.”

The CDMN was formed in 2009 and is focused on increasing opportunities for companies and employment in the Canadian digital media sector. Organizations and associations across the country have been joining the network to create a corridor of collaboration.

“Having ORIC as a node in the national network is a great asset,” said Kevin Tuer, Managing Director of the CDMN. “The digital media sector holds great promise for future technology innovation and job creation which will benefit all Canadians.”

ORIC supports a growing cluster of digital media companies in the Okanagan Valley through guidance, networking, knowledge and resources sharing, and will support programs that enhance research, product development and product commercialization.

About The Canadian Digital Media Network:

The Canadian Digital Media Network (CDMN) www.cdmn.ca, a federal Centre of Excellence for Commercialization and Research, is dedicated to establishing Canada as a world leader in Digital Media by enabling connections and collaboration of people across the country – entrepreneurs, companies, research institutes and government – and bringing more digital solutions to market. The CDMN comprises Canada’s largest concentration of business-driven digital media research, technology development, and digital commercialization expertise; it connects digital media expertise and capability from coast-to-coast, creating a digital convergence corridor. Digital Media covers a broad spectrum of technology and services, and includes any information created and shared virtually.

About the Okanagan Research and Innovation Centre:

The Okanagan Research and Innovation Centre (ORIC) www.oric.ca, is a non-profit organization established in 2005 to create high-tech jobs and sustainable economic value for the Okanagan Valley in BC. ORIC manages several high-tech business incubators and supports start-up companies in Information, Communication and Clean Energy Technologies. ORIC's headquarters is located at the National Research Council of Canada's Radio Astronomy facility south of Penticton and has also offices in Kelowna and Penticton.

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Media Contacts

Shelley Grandy, Communitel Sr. PR Advisor, 905-866-2656, shelley@cdmn.ca
Peter Haubrich, President ORIC, 250-486-7644, peter@oric.ca