



Virgin Radio

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PRESS RELEASE
For immediate release

Isabelle Racicot joins the Virgin Radio team!

Montreal, August 15, 2012 – Virgin Radio 96 is pleased to announce the arrival of **Isabelle Racicot** to its team, starting **August 25**. A dynamic music lover and a real showbiz authority, Isabelle will make her long-awaited return to radio on Montreal's number one station, Virgin Radio 96!

Since the beginning of her career at MusiquePlus in 1997, Isabelle has known how to stand out, notably as a reporter for the cultural show *Flash* on TQS and as host of the shows *Des idées de grandeur* on Canal Vie as well as *Deux filles le matin* and *Ça finit bien la semaine* on TVA. Throughout her career, she has walked the world's most prestigious red carpets (Oscars, Cannes, Grammy Awards and People's Choice Awards) where she has interviewed some of the biggest names in music and film, from Paul McCartney to Céline Dion, Tom Cruise and Julia Roberts. Isabelle has also reported for the *Just for Laughs* television show, as well as a contributor to the show *Au courant* on CBC.

Isabelle Racicot is also well known to Astral Radio's Montreal listeners. On NRJ Montréal 94.3, Isabelle contributed to the popular morning show *C't'encore drôle* in 2004, before co-hosting *Salvail-Racicot pour emporter* and hosting *Les 12 coups de midi*. At 107,3 RockDétente, she co-hosted the show *Tout l'monde debout* with André Robitaille.

"We are extremely proud to welcome Isabelle to our team. In addition to being one of the most appealing personalities, Isabelle fits perfectly with our target audience: an active, trendy music lover with an appetite to know more about what's going on in the world of entertainment. Without a doubt, she will sound fresh on the air; her enthusiasm will be contagious! The moment Isabelle expressed her desire to return to Astral Radio, we did not hesitate a second to welcome her," said Mark Bergman, Brand Director at Virgin Radio 96.

"I am very happy to join the big Virgin Radio family! For several years now, I hoped to work at this station that I adore and to which I have been the most loyal listener! I really can't wait until August 25 to realise my dream and meet this new challenge, hosting at Virgin radio station," adds Isabelle Racicot.



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Virgin Radio 96 welcomes **Isabelle Racicot** to our airwaves and invites you to tune in **starting August 25th at 5pm, for her first broadcast**".

About Astral

Virgin Radio 96 is a member of the Astral family. Astral is one of Canada's largest media companies. It operates over 100 of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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