

Premium Channel "Mini-Tier"
Upgrade Direct Mail Letter and Brochure:
10.5% Response



*Celebrate
the Choice*
CABLE TELEVISION

**Calgary Cable
TV/FM**
A Division of
Cablecasting Limited

Dear Customer:

Calgary Cable invites you to increase your entertainment choices with a special offer!

Major league sports, concerts, world news, financial information, drama, movies and comedy will really add spice to your viewing...6 more channels in all!

Over 4000 more hours of quality satellite TV each month are yours for only \$2.95*! That's less than 10¢ per day!

Even better, now you can save 80% on connection charges! That's right...**connection fees for these 6 channels are reduced to just \$5.00*, BUT ONLY FOR A LIMITED TIME!**

*Save
\$20.00!!*

Call 250-8900 **NOW** and ask for the **B01** special. Don't miss out! Call now and get connected at this low, low rate!

HAPPY VIEWING

CALGARY CABLE TV/FM
(A Division of Cablecasting Limited)

**Offer Expires
March 31, 1989
Call 250-8900 NOW!**

* plus 10% Federal Tax
Offer valid to existing basic cable account holders only.

2001 - 27th Avenue N.E., P.O. Box 90, Station "J" Calgary, Alberta T2A 6T9

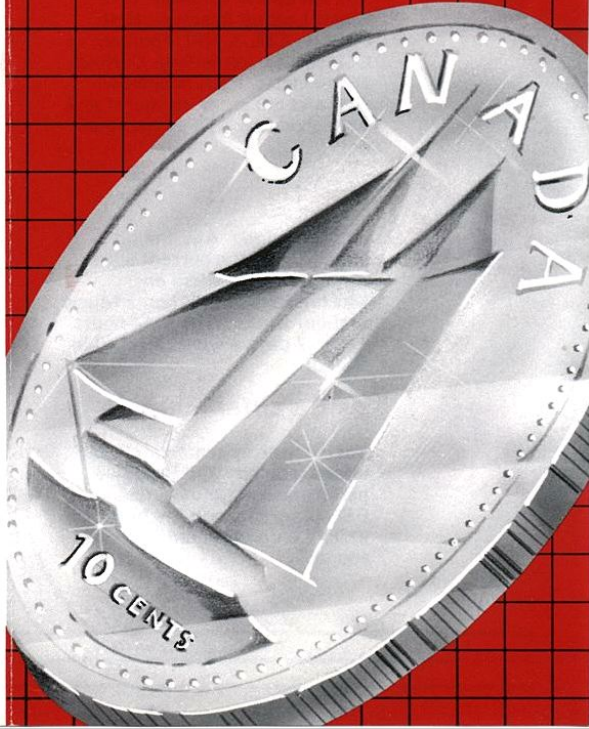
Customer Service: 250-8900



Calgary
Cable TV/FM

250-8900

8:30 AM - 4:30 PM
MONDAY - FRIDAY



ONE THIN DIME

WHAT CAN **10¢** BUY YOU **TODAY...?**

One fifth of a cup of coffee?...one stick of gum?...half an hour of electricity in your home?...NOT MUCH AT ALL?...WRONG!

\$2.95 per month---less than 10 cents per day---buys you 6 CHANNELS OF EXCLUSIVE ENTERTAINMENT & INFORMATION!



THE SPORTS NETWORK

The **All Sports Channel**. Live Major League Baseball, NHL Hockey, CFL & NFL Football, CSL Soccer, Wrestling, Curling, Motorsports, NBA basketball, Golf and much, much more! ALL exclusively on TSN 24 hours a day.



CABLE NEWS NETWORK

The world-acclaimed "News Only" channel offering continuous updates and in-depth global news reporting...plus interviews, fashion, cooking and live phone-in shows like "Larry King Live."



MUCHMUSIC

ALL the bands. ALL the hit sounds. ALL the current stars. Hear them, see them on Muchmusic! The Nation's Music Station! Music videos, 24 hours a day, 7 days a week. And all in stereo!



COUNTRY MUSIC TELEVISION

Country hits, 24 hours a day in stereo. All the top Country personalities performing their greatest hits.



ARTS & ENTERTAINMENT

Your front row seats for classics, drama, comedy and Broadway performances...plus outstanding BBC programs and the best in variety entertainment in stereo sound.



FINANCIAL NEWS NETWORK & HEADLINE NEWS



Up-to-the-minute Stock News and tickers from the New York & American exchanges, plus reports from Vancouver, Toronto and world markets, weekdays from 4 AM to 6 PM...plus a complete world newscast every thirty minutes evenings & weekends on Headline News.

