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POLARIS MUSIC PRIZE ANNOUNCES AUX AS NEW TELEVISION BROADCAST PARTNER AND THE CARLU IN TORONTO AS NEW GALA VENUE.

TORONTO, ON – Monday, April 15, 2013.

Steve Jordan, Founder and Executive Director of the Polaris Music Prize, today announced the new 2013 Polaris Music Prize television broadcast partner as well as the venue for the September 23 Polaris gala.

AUX will be the new broadcast partner and will produce an online live stream of the gala in its entirety as well as providing extended and in-depth coverage of the long list and short list announcements. "The whole team at AUX lives, breathes and bleeds music like we do. We believe this new partnership will bring Polaris to a whole new level. It will also be a whole lot of fun," said Jordan.

"AUX was created to support and reflect Canadian music to Canada and the world. As our TV network grows and the global popularity of the AUX tablet magazine and AUX.tv website soar, we are finally big enough to be the presenting TV broadcast partner for the Polaris Prize. This is a culmination of our founding mission, exemplified by our ongoing work with Scion Sessions, and we look forward to helping Polaris reach even broader audiences," said Raja Khanna, CEO, Television & Digital at Blue Ant Media and founder of AUX.

Jordan also announced The Carlu in Toronto as the new venue for this year's Polaris gala. "We were sad to leave the Concert Hall, our previous home. But having hosted Glenn Gould's first public performance, plus Sinatra, Duke Ellington, Billie Holiday, Sergei Rachmaninoff, Mario Lanza and others there's an equally rich music history in The Carlu to spirit our gala. We're also excited that we'll have the capacity to sell tickets to the public for the first time in 8 years, the details of which we'll announce in the coming weeks," said Steve.

The Long List will be announced on June 13th at a TBA location in Montreal and the Short List will be unveiled on July 16th at The Drake Hotel in Toronto. The eligibility period for the 2012 Polaris Music Prize runs from June 1, 2012 to May 31, 2013. The Long List and Short List are determined by an independent jury of over 200 music journalists, broadcasters and music bloggers from across Canada. Eleven people are selected from the

larger jury pool to serve on the Grand Jury. The grand jury convenes the night of the gala to select the Polaris Music Prize winner.

The Polaris Music Prize awards \$30,000 to the artist who creates the Canadian Album of the Year. Judged solely on artistic merit, without consideration of genre or record sales, the prize's past winners have included Feist (2012), Arcade Fire (2011), Karkwa (2010), Fucked Up (2009), Caribou (2008), Patrick Watson (2007), and Final Fantasy (Owen Pallett) (2006).

About the Polaris Music Prize

The Polaris Music Prize is a not-for-profit organization that annually honours, celebrates and rewards creativity and diversity in Canadian recorded music by recognizing, then marketing the albums of the highest artistic integrity, without regard to musical genre, professional affiliation, or sales history, as judged by a panel of selected music critics. www.polarismusicprize.ca. [@polarisprize](https://twitter.com/polarisprize)

About Aux

AUX is Canada's destination for music lovers and brands interested in reaching music fans on all platforms. Authentic and intimate, AUX uncovers and showcases the best new and emerging artists across genres. AUX TV, available across Canada, is real music television featuring music videos, live performances, movies, documentaries, interviews, and entertainment news. AUX.tv is the definitive online Canadian music source with real time reporting, podcasts and commentary on the most talked about industry happenings. AUX Magazine, a top-rated, award-winning tablet magazine, provides in-depth coverage on topics relevant to the modern music fan. www.aux.tv [@AUXTV](https://twitter.com/AUXTV)

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