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Adara Technologies Helps Cable Cable Add 15 New HD Channels
Line-up Now Includes 325 Channels of which 45 are High Definition

TORONTO, ON – September 2, 2009 – Adara Technologies today announced that Cable Cable Inc., a Canadian cable television operator with 4,000 cable subscribers in Fenelon Falls, ON and surrounding areas, has added 15 new high definition channels to its programming line-up, bringing its HD channel total to 45. Of the newly added HD channels, two of them are impulse pay-per-view (IPPV) services and four others including Treasure HD, Equator HD, Oasis HD and Rush HD are available only in high definition. The expanded offering is being made possible by a comprehensive [Cisco® Switched Digital Video \(SDV\) system](#) which is hosted and supported by Adara and incorporates Cisco's advanced digital set-top boxes.

Previously, deployment of this many high definition services was the purview of North America's largest cable operators who have access to the advanced SDV technology and the technical talent to manage it. Now, thanks to Adara's hosted implementation of Cisco's digital video solution with integrated SDV technology, coupled with Adara's support and integration services, this advanced solution technology can be deployed by cable TV operators of all sizes in virtually any geography.

"Our customers want more HD, and that's exactly what we're delivering," said Michael Fiorini, General Manager of Cable Cable. "And, thanks to this Cisco SDV solution hosted by Adara, we have virtually unlimited capacity and will be adding even more HD and other services by this fall including VOD in HIGH DEFINITION."

About Adara Technologies Inc.

Toronto-based, Adara Technologies Inc. (www.adara-tech.com), in collaboration with Cisco Systems (Canada), hosts advanced digital TV (DTV), Switched Digital Video (SDV), IPTV and Video-on-Demand (VOD) solutions that enable smaller TV service providers to defend and increase revenues with advanced video services for their subscribers. Adara's complete solution offering includes advanced digital set-top boxes and headend equipment from Cisco, professional services including logistics, system integration and technical support as well as customer financing in coordination with Cisco Capital.