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MYSPACE CANADA ANNOUNCES EXCLUSIVE CANADIAN ALLIANCE WITH OLIVE MEDIA TO BROADEN RELATIONSHIPS WITH ADVERTISERS

Alliance will also allow MySpace to increase presence in Quebec market

Toronto, ON (March 26, 2009) – MySpace Canada, the leading social portal in Canada, today announced an alliance with Olive Media, Canada's leading full-service online media solutions company.

The agreement will broaden MySpace Canada's distribution channels by leveraging Olive Media's sales force, technology, and deep relationships with advertisers across Canada. Olive Media's Brand Response Network will now include MySpace Canadian display inventory.

"Olive Media has emerged as a top player in the Ad Network and Ad Representation market here in Canada," said Sue McGill, Executive Director of Sales, Business Development and Marketing, MySpace Canada. "By driving more marketers to the MySpace brand, this alliance will help increase MySpace's exposure with advertisers, and improve our overall share of the digital advertising dollars in Canada."

"Our top priority at Olive Media is to provide marketers and advertisers with the products and audiences they need to achieve their marketing goals," said Theresa Smith, Director of Audience, Olive Media. "Our agreement with MySpace Canada allows our brand advertisers to participate in one of the fastest growing online categories with one of the most popular social networking sites in Canada."

In addition, Olive Media will sell, on behalf of MySpace Canada, its premium inventory to advertisers and agencies located in the province of Quebec. MySpace is extremely committed to creating a highly competitive advertising business in Canada and by partnering closely with Olive, MySpace Canada enhances its opportunity to grow in the Quebec market.

"Over 20 per cent of our traffic comes from the province of Quebec," continued McGill. "By partnering with one of the leading digital sales organizations in Canada and by leveraging their expertise and relationships in Quebec, MySpace can increase its visibility in that market."

MySpace Canada offers a wide range of advertising solutions, its core strength lies in its ability to strongly connect consumers with brands through delivering innovated, advertising products that go beyond standard run-of-site display media. MySpace has a platform that allows users to engage, participate, connect and respond to advertiser brands and advertisers to reach a new generation of consumers.

About MySpace

MySpace is the world's leading social portal for connecting people, content, and culture. MySpace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photo sharing, professional and viral videos, blogs, mobile, instant messaging, and the world's largest music community. MySpace is the highest trafficked website in the United States and includes an international network of more than 30 local community sites throughout North America, Latin America, Europe, Asia, and Australia. Fox Interactive Media is a division of News Corporation. (NYSE:[NWS](#) - [News](#), [NWS.A](#) - [News](#); ASX:[NWS](#) - [News](#), [NWSLV](#) - [News](#)).

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada with the ability to reach over 13 million unique Canadian visitors per month (according to ComScore Media Metrix, December 2008) through a variety of top-tier online websites. Olive Media is a one-stop shop for Canadian media buyers looking to reach highly-engaged Canadian online audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv. Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

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