



Olive Canada Network Offers Support to Advertisers During Uncertain Economic Times

Added-value offer demonstrates confidence in online advertising and provides incentive for advertisers to keep online advertising budgets firm.

Toronto, November 20th 2008 – Olive Canada Network (www.olivecanadanetwork.com), one of Canada's leading online premium ad sales networks, announced today that it is offering all clients added value across its premium network of sites in order to demonstrate confidence in online advertising's ability to deliver strong, measurable results during times of uncertain economic conditions.

"We recognize that the past few months have been difficult ones for our clients and we are offering support to them by providing additional value on all campaigns for the remainder of the year" says Simon Jennings, President, Olive Canada Network. "Not only is the internet an effective marketing medium, it's an accountable marketing medium. We have no doubt that this will become increasingly important to our advertisers at a time when marketing spending is under scrutiny."

Olive Canada Network is offering all newly booked campaigns, that run until the end of 2008, incremental exposure across its premium portfolio of sites at no additional cost. Advertisers interested in learning more about the offer can contact Kristie Painting, Director of Sales, Olive Canada Network at kpainting@olivecanadanetwork.com.

About Olive Canada Network: www.olivecanadanetwork.com

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 12 million unique Canadian visitors monthly⁺ on its network of top-tier sites. Olive Canada Network offers Canadian media buyers a one-stop shop for highly-engaged online Canadian 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 Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Canada Network is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

*Comscore Media Metrix, September 2008

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