



**Olive Canada Network ups its urban ante with the addition of EYEWEEKLY.com, parentcentral.ca, yourhome.ca and healthzone.ca.**

**TORONTO, May 7<sup>th</sup> 2008** - Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)) announced today that it is adding four more premium network sites to its ever-growing roster of top-tier brands. Joining the network are EYEWEEKLY.com, yourhome.ca, parentcentral.ca and healthzone.ca.

Each site delivers an expressly niche audience:

- EYEWEEKLY.com - active, culturally engaged Torontonians
- parentcentral.ca - lively, smart moms and moms to be
- yourhome.ca - homeowners seeking home improvement and active home shoppers
- healthzone.ca - an audience focused on wellness as a lifestyle choice.

“The addition of EYEWEEKLY.com, parentcentral.ca, yourhome.ca and healthzone.ca further augments Olive Canada Network’s ability to deliver a highly desirable urban demographic to advertisers” said Theresa Smith, Director of Audience Acquisition, Olive Canada Network. “All four sites combine rich engaging content with relevant tools and information, creating an ideal contextual environment for advertisers to deliver their message.”

Since 1994, EYEWEEKLY.com has provided Toronto’s cultural vanguard with a distinctive, online editorial voice. Daily coverage of Toronto’s most engaging people and events, exclusive video of concerts in Toronto’s hottest clubs, movie reviews as well as Toronto’s most comprehensive events database come together to create an indispensable website for Toronto’s culturally infused community.

Parentcentral.ca is the ultimate resource for parents in the Greater Toronto Area, with the latest articles on family health and education news, along with relevant local listings for everything from the nearest 24-hour pharmacy, to walk-in clinics and community centres. Users can find a listing for every school in the GTA and see its education quality assessment results presented in an easy-to-read format.

Healthzone.ca is a full-service guide to health services and information for busy Torontonians who are looking to improve their health and wellness. Users are able to read breaking health news, search local listings for medical practitioners, pharmacies and walk-in clinics, find diet and fitness advice as well as research health conditions. A database of every medication available in Canada is also available.

Yourhome.ca, the definitive guide to home ownership in the GTA, has the latest décor and renovation tips and trends alongside listings for local trades people such as plumbers, electricians and roofers, along with real estate agents and more. Users will also be able to read advice and tips on home ownership and the latest happenings in the real estate market from Toronto Star experts.

EYEWEEKLY.com, parentcentral.ca, healthzone.ca and yourhome.ca are all owned and operated by Star Media Group.

**About Olive Canada Network – [www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)**

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 13 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 Matrix – January 2008

**About Star Media Group**

Star Media Group is broadly based with interests in print, digital and broadcast media, led by its flagship property, the Toronto Star, Canada's largest newspaper, which is read in print and online (thestar.com) by 2.9 million readers every week. In addition, Star Media Group includes Toronto.com, Torstar Syndication Services, Shop TV, EYE WEEKLY, Sway Magazine, Real Estate News, Desi Life and The Canadian Immigrant. Star Media Group also includes the jointly owned Metro free daily newspapers in Toronto, Ottawa, Vancouver, Calgary, Edmonton and Halifax, the Chinese language newspaper Sing Tao, and LiveDeal.ca. Star Media Group is a division of Toronto Star Newspapers Limited, which is a subsidiary of Torstar Corporation.