



## **Olive shakes it up with introduction of Olive Mosaic**

Toronto – May 1, 2009 – Olive Media, one of Canada’s fastest growing online advertising companies, is once again expanding its breadth and audience reach with the addition of the Mosaic network of websites.

Mosaic is a new multicultural channel featuring a variety of ethnic websites, including Canadian Immigrant, Sing Tao, India Times, Times of India and Economic Times.

Mosaic is broadening the scope of potential audiences for Olive Media’s online advertisers, allowing them unprecedented access to Canada’s ethnic populations.

“Mosaic’s group of websites presents our clients with a unique opportunity,” said Kristie Painting, Director of Sales, Olive Media. “Visible minorities in Canada possess over \$90 billion in combined purchasing power and through the Mosaic group of online media we will be able to provide our clients with direct access to these groups.”

**About Olive Media:** [www.olivemedia.ca](http://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.

### **For further information:**

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