



Torstar Digital Expands Local Online Advertising Sales Force – Adds Director of Sales and 6 People.

TORONTO September 23, 2008 – Torstar Digital (www.torstardigital.com), in response to its sustained growth and industry advancements as one of Canada's most innovative digital media companies, announced today that 7 strategic additions have been dedicated to Local Sales for its Toronto office, including Merida Lake as Director of Local Sales.

Torstar Digital's mission is to build great, winning digital businesses and enable the digital transformation of leading traditional media assets and brands. Torstar Digital is focused on delivering strategic, technologically sophisticated and leading edge ideas, and has a strong portfolio of digital brands that includes among others, toronto.com, thestar.com, Wheels.ca, Workopolis.com, eyeReturn Marketing and Olive Canada Network.

Torstar Digital is proud to announce the newest members of the Local Sales team:

Merida Lake, Director of Local Sales, (Torstar Digital)

Merida has more than 18 years experience in sales and sales management and brings 12 years of online media experience to Torstar Digital. Most recently, Merida was the Associate Publisher and Director of Sales for WeddingChannel.com, a U.S. based magazine and website.

Billy Bambao, Account Executive (Wheels.ca)

Bill brings over 5 years experience in sales and field marketing to the Wheels.ca category. Prior to joining the Torstar Digital team, Bill worked as a Field Rep and Project Manager at CIM for one of their largest accounts, Microsoft.

Christine De Sousa, Account Manager (toronto.com)

Christine brings 4 years of sales and marketing experience to Torstar Digital. Prior to her current post as an Account Manager, Christine put her client services experience to work at Autotrader Magazine in rainy Dublin Ireland!

Wayne Pawlovich Account Executive (toronto.com)

Wayne is a fresh face to the online world and comes to Torstar Digital from a background of consultant sales and restaurant experience. Wayne's hidden talent is the fact he is an excellent chef and loves to share his knowledge with others, so if you have a question just ask!

Linda Polesel, Account Manager (toronto.com)

Linda brings eight years of customer service experience to Torstar Digital. She began her career working in wedding and event planning and has now transitioned into online media. She is enthusiastic, detail oriented and a team player that always puts customer needs first.

Kristen Spratt, Account Executive (toronto.com)

Kristen holds a BA degree in Sociology from Concordia University, and brings a promotions & sales background to Toronto.com. Prior to her current post as an Account Executive, she served as a sales representative for The Walrus Magazine.

About Torstar Digital – www.torstardigital.com

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling of Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, Workopolis.com, Wheels.ca, [eyeReturn Marketing](#), [Olive Canada Network](#) and a variety of regional sites.

For More Information Please Contact:

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