



Torstar Digital Hires Corporate Director of Marketing and New Staff For Olive Canada Network Division

TORONTO, November 21, 2006 Torstar Digital has announced several key additions to its corporate operation and to its Olive Canada Network division.

Tomer Strolight, President of Torstar Digital, is pleased to introduce Lara Skripitsky as the Director of Marketing – responsible for all Torstar Digital properties including toronto.com, LiveDeal.ca and Olive Canada Network.

Lara comes to Torstar Digital with a combination of classic packaged goods branding and Internet marketing experience. Most recently, she worked with General Mills Canada and prior to that spent three years at DoubleClick Canada as Marketing Manager.

Simon Jennings, General Manager of the new Olive Canada Network, is proud to introduce three new executives for Olive Canada Network, a division of Torstar Digital. Olive Canada Network aggregates top tier online brands, offering media buyers a one-stop solution for powerful reach of a highly-engaged Canadian online audience, across premium content channels. Olive Canada Network includes such sites as CNET, Maxim Online, toronto.com, ArtistDirect, NHL.com, The Walrus, Leasebusters, LiveDeal.ca, Baystreet.ca and Workopolis.

New to the Olive Canada Network Team are:

Reeshma Esmail, Sales Manager, Brand Response

Reeshma brings more than six years of experience both in the online advertising as well as e-learning industries. Most recently Reeshma worked in sales at Rydium, working directly with clients across the U.S., Canada and Asia and working in tandem with advertising agencies to provide the best possible online advertising options.

Adriana Fleming, Strategic Account Executive

Adriana has more than 15 years of sales experience in media including magazine, online and outdoor and once served as the Director of National Sales at Pattison Outdoor. Most recently Adriana worked as a National Account Executive at AOL Canada.

Kiersten Trafford, Account Manager

Kiersten comes to the Olive Canada Network directly from toronto.com where she worked both as a Sales Executive and Product Manager.

About Torstar Digital

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar's wealth of media assets and assist in online enabling Torstar's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes LiveDeal.ca, toronto.com, workopolis.com, Olive Canada Network and a variety of regional sites.

About Olive Canada Network

Olive Canada Network is a premium advertising network which offers exclusive access to the Canadian inventory on top-tier sites, with a reach of over 9 million unique Canadian users. Current sites include CNET, NHL.com, ArtistDirect, Maxim, toronto.com, Billboard.com, The Walrus, Download.com, ZDNet, TechRepublic, CarCostCanada, Leasebusters, The Car Magazine, and LiveDeal Canada. Olive Canada Network also includes a performance network of over 2000 sites for direct response-driven clients. Olive Canada Network is a division of Torstar Digital.

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