

April 14, 2008

Star Media Group launches 3 new websites focused on parenting, homes and health.

Toronto, ON, April 14, 2008 – Star Media Group, which includes the flagship newspaper the [Toronto Star](#), has launched three new websites: [parentcentral.ca](#), [healthzone.ca](#) and [yourhome.ca](#).

Each site is designed to be the ultimate resource for the things that matter most to many residents of the Greater Toronto Area: their children, their health and their homes. The sites utilize Star Media Group's core competitive advantages by presenting a unique combination of up-to-the minute news along with useful information, tools, databases and listings.

“Few other news organizations in Canada can compete with the depth of content the [Toronto Star](#) can provide in the area of parenting, health and homes,” says Judy Sims, Director, Product Development, Digital Media, Star Media Group. “In addition to our talented Living, New In Homes and Condos editorial teams, we have reporters covering family issues, education and health who produce daily news content that when married with the detailed, searchable listings and information, creates a highly engaging, functional, interactive user experience.”

In addition to Star stories, each website provides hard-to-find information that people are seeking, such as listings of 24-hour pharmacies, walk-in clinics, detailed information on local schools and daycares, or local contractors and trades. Specific examples include the education quality assessment information for all Greater Toronto Area schools, a database of all medications in Canada and a comprehensive home services directory.

“[Parentcentral.ca](#), [healthzone.ca](#) and [yourhome.ca](#) are further examples of Star Media Group’s ability to create websites that marry the best content with user functionality and information,” says Tomer Strolight, President, [Torstar Digital](#) and Vice President, Digital, Star Media Group.

[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 such as plumbers, electricians, roofers, 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.

The new sites will exist as sections of thestar.com and independently.

To support the launch of parentcentral.ca, yourhome.ca and healthzone.ca, Star Media Group is executing a marketing campaign that includes an aggressive search marketing campaign on Google and Yahoo, along with print and online advertising.

About Star Media Group and thestar.com

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](http://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](http://torstar.com).

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