

AOL Advertising's ADTECH to Provide Multimedia Ad Serving for Olive Media

Ontario – September 2, 2009 – ADTECH today announced that it will provide ad serving for Olive Media, one of Canada's leading online media companies with the ability to reach over 14 million unique Canadian visitors monthly*. ADTECH, <http://www.adtech.com>, a leading provider of ad serving technology, is part of AOL Advertising. Through this relationship, ADTECH will serve Olive Media's display, video and mobile advertising. In addition, Olive Media will integrate ADTECH's advertising platform with its customer relationship management (CRM) system.

"Having our technology selected by one of Canada's leaders in the online advertising market shows ADTECH's authority in the online advertising space," said Dirk Freytag, CEO of ADTECH. "ADTECH's multimedia ad serving capabilities and technologies will enable Olive Media to integrate digital advertising into its Netsuite product by offering a consistent user interface with an integrated platform of display, mobile and video advertisements."

"ADTECH's modern and flexible platform brings increased efficiency and scalability to our business," said Phil Connell, Director of Operations and Corporate Strategy for Olive Media. "Offered in combination with a knowledgeable Canadian-based support group, ADTECH demonstrated a genuine desire to partner with Olive in our continued effort to provide best-in-class service to advertisers and publishers in the Canadian market."

ADTECH is committed to providing ad serving technology to the Canadian market with dedicated staff headquartered in Toronto and partnerships with leading online properties including The Weather Network, MétéoMédia and now Olive Media.

About ADTECH

ADTECH is a leading international supplier of digital marketing solutions and AOL Advertising's ad serving platform. The company's flagship product is an integrated ad serving platform. It enables networks, web publishers, advertisers and agencies to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH's ad serving solution differentiates itself via its scalable, enterprise-class infrastructure and user-friendly tools, providing users with increased efficiency, reliability and ROI for their online advertising business. ADTECH customers include major players like Sky, Hi-Media, Gannett and Fox Networks. ADTECH AG is a wholly-owned subsidiary of AOL LLC.

About AOL

AOL is a leading global Web services company with an extensive suite of brands and offerings and a substantial worldwide audience. AOL's business spans online content, products and services that the company offers to consumers, publishers and advertisers. AOL is focused on attracting and engaging consumers and providing valuable online advertising services on both AOL's owned and operated properties and third-party websites. In addition, AOL operates one of the largest Internet subscription access services in the United States, which serves as a valuable distribution channel for AOL's consumer offerings. AOL LLC is a wholly-owned subsidiary of Time Warner Inc. with employees in 18 countries across the globe.

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 14 million unique Canadian visitors monthly* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including NYTimes.com, People.com, readersdigest.ca, 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 a company owned by the same group than Gesca Ltd, a newspaper and websites publishing subsidiary of Power Corporation of Canada.

*Custom Olive Media report, based on comScore Media Metrix Audience Duplication report (July 2009)

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