

Olive Canada Network Adds SOS Cuisine.com

Montreal, June 26th, 2007 – Olive Canada Network (<http://olivecanadanetwork.com>) continues to extend its reach. One short month after signing an agreement with Mamanpourlavie.com, Canada's leading online advertising network is adding SOS Cuisine.com (<http://soscuisine.com>), another Quebec-based specialty website, to its already vast portfolio. With its more than 70,000 registered members and over 75,000 unique visitors each month, SOS Cuisine.com reaches a mostly female audience, made up of young families and professionals who are concerned about their health and eating habits.

"SOSCuisine.com is part of a generation of new websites that have made it into the public eye because they offer an original concept and a particularly well-crafted product that targets specific consumer needs", explains Benoît Chiasson, Director of Sales and Marketing at Olive Canada Network. "The website's users are more than just random visitors, they are in fact devoted regulars and are thus a target of choice for advertisers. We are particularly pleased with this latest partnership".

SOSCuisine.com was created in 2004 on the initiative of Cinzia Cuneo, an Italian-born engineer now living in Quebec. Each week, the website helps thousands of families plan their meals by acting both as a handy guide to healthy eating and a virtual collection of recipes with an international flavor. SOS Cuisine.com also has the added distinction of sending weekly meal plans that integrate the specific needs of each user - such as budget or dietary restrictions, allergies, and number of servings.

After signing on more than 1,000 members in the very first month after its inception in 2004, SOS Cuisine.com quickly shot to prominence through word of mouth and favorable reviews by media specialising in healthy eating. Today, more than 70,000 families receive a weekly email with personalized suggestions for quick and healthy meals. By partnering with the Olive Canada Network, SOS Cuisine.com will be able to offer its users a richer online experience all the while optimizing its advertising revenues and, as a result, guaranteeing free online access to its excellent services.

About Olive Canada Network

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 13 million unique Canadian visitors monthly* on its network of top-tier sites. Olive Canada Network offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, LiveDeal.ca, toronto.com, cyberpresse.ca and tetesaclaques.tv. Olive Brand Response, an Olive Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Canada Network is a partnership between Torstar Digital and Gesca Digital.

*Source: ComScore Media Matrix – May 2007