



## Olive Canada Network Partners with ChezJules.tv

Innovative French website features original video from some of Quebec's finest actors

Toronto, October 6th 2008 – Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)), Canada's leading online premium ad sales network has added the newly launched [ChezJules.tv](http://www.chezjules.tv) ([www.chezjules.tv](http://www.chezjules.tv)) to their current roster of top-tier brands.

"We're thrilled to be able to add [ChezJules.tv](http://www.chezjules.tv) to our premium partners", says Nathalie Boucher, Director of Sales and Marketing, [Olive Canada Network](http://www.olivecanadanetwork.com). "Their original and engaging site content attracts a professional, well educated audience, which is a key demographic for our advertisers."

"It is very exciting to become part of the Olive Canada Network family – being a premium partner is right in line with our objective to deliver our viewers with professional, original and quality video content outside the traditional broadcasting infrastructure", says Jean-Martin Desmarais, Producer, T'aurais pu le faire Inc. "We're looking forward to working with the Olive Canada Network team to find ways to engage consumers and help immerse them in our brand."

Launched in June 2008, [ChezJules.tv](http://www.chezjules.tv) is a website of humorous and fun video clips that take place in the ladies room of a trendy urban restaurant. In the ChezJules world, as seen by five women of different generations and backgrounds, no topic is taboo. The site also features the screenwriter's blog, anecdotes, links to other artists, a place to display pictures of filming and "backstage" access. Chezjules.tv also provides a community environment where users can interact between themselves as well as directly with the author and actresses.

The clips are shot in High Definition by a professional film crew in the restrooms of the "Theatre du Nouveau Monde" in downtown Montreal. They feature renowned TV and film actresses [Jessica Barker](#), [Catherine de Léan](#), [Anne Dorval](#), [Maude Guérin](#) and [Janine Sutto](#). They are written and directed by Geneviève Lefebvre, writer & director of several TV series and a feature film.

### About Olive Canada Network: [www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)

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, 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, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

\*ComScore Media Matrix – January 2008

### About ChezJules.tv [www.chezjules.tv](http://www.chezjules.tv)

Launched in June 2008, ChezJules.tv strives to bring professional video content created specifically for Internet broadcasting. Chez Jules is a trendy urban restaurant and the action is set in it's ladies room resulting in humorous and fun situation between the characters. The show also features guest appearances by other renowned actors and actresses, as well as special appearances by viewers.

ChezJules.tv is shot in High Definition by a professional film crew on location of the luxurious restrooms of the "Theatre du Nouveau Monde". They feature renowned TV and film actresses Janine Sutto, Maude Guérin, Anne Dorval, Catherine de Léan and Jessica Barker. They are written and directed by Geneviève Lefebvre, writer & director of several TV series and a feature film. Each episode runs around three minutes.

For more information contact:

Lara Skripitsky

Director of Marketing, Torstar Digital

416.687.5785