



**Olive Canada Network Brings BNET.com into Premium Advertising Network.**

Premier business site offers advertisers the chance to target managers and key decision makers

Toronto, November 17 2008 – Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)), one of Canada's leading online premium advertising sales network has partnered with award-winning BNET.com ([www.bnet.com](http://www.bnet.com)), one of the leading business site for working professional managers.

"BNET.com reaches highly educated, management level professionals who comprise a coveted advertising demographic," says Theresa Smith, Director of Audience, Olive Canada Network. "BNET.com's quality content provides advertisers with a trusted platform to reach influential decision makers who are proactively engaged in an immersive business resource environment."

"We are very interested in accessing the affluent, upwardly mobile business decision makers for whom BNET.com is a key resource. It can be a challenge to find a site with both quality content and reach of this demographic. BNET.com provides us with both", says Judy Watson, Group Director at Zenith Optimedia.

BNET.com ([www.bnet.com](http://www.bnet.com)), owned by CBS Interactive, provides working professionals with the tools, advice, and insight they need to succeed in today's workplace. At BNET.com, managers find practical, trusted resources for the business challenges they face every day, and effective techniques for moving their companies and their careers forward. BNET.com reaches over 750,000 unique Canadians visitors monthly (ComScore Media Metrix, July 2008).

**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 more than 12 million unique Canadian visitors monthly\* on its portfolio 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](http://iVillage.com), [CNET.com](http://CNET.com), [ArtistDirect.com](http://ArtistDirect.com), [thestar.com](http://thestar.com), [toronto.com](http://toronto.com), [cyberpresse.ca](http://cyberpresse.ca) and [teteslaques.tv](http://teteslaques.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](http://Torstar Digital), a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

\*ComScore Inc., September 2008

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