



Olive Media makes huge splash into francophone market with acquisition of Rosebud Media

(Toronto – May 21, 2009) - Olive Media (www.olivemedia.ca), a leader in the online advertising market in Canada, has solidified its place as an essential player in the francophone market with the acquisition of Montreal-based Rosebud Media (www.rosebud-media.ca) and its impressive network of premium French-language sites.

Rosebud Media will now operate under the Olive Media brand, with former owner Nathalie Moride remaining integrally involved in the organization.

With the acquisition, Olive Media will be able to provide its customers with access to more than 3.4 million unique monthly visitors in leading French-language verticals* in women's interest, social media, health, news, technology, lifestyle and auto sectors.

This includes access to some of the most popular and influential sites serving the French market, including auFeminin.ca, a leading internet women's portal in Québec, Skyrock.com, one of the world's top French-language social networks, and LeMonde.fr, the internet version of one of Europe's most important and most respected newspaper brands.

The deal is a natural fit for both companies, blending Olive Media's strong French news and other offerings with Rosebud's strong women's interest sites, and bringing together two brands that share a similar philosophy – one based on delivering premium content to their customers.

"This is a very important milestone in Olive Media's growth and one that will allow us to provide even greater opportunities for our clients," said Simon Jennings, President, Olive Media. "Nathalie's professional leadership and industry know-how has enabled Rosebud Media to develop a relationship of trust with advertisers looking to reach Canadians on premium French content. We look forward to continuing to grow the brand."

"I am thrilled to join forces with Olive Media. Leveraging the infrastructure they have in place Rosebud Media will be able to offer better value to its sites and aggressively promote them to national audiences," said Nathalie Moride.

With this new deal, Canadian advertising on the following sites will now be offered by Olive Media:

Women's Interest/Health

auFeminin.com

Doctissimo.com

Teemix.ca

Momes.net

Magicmaman.com

TaSante.com

Youth

Skyrock.com

Ados.fr

Automotive

Caradisiac.com

Autodéclics.com

News

LeMonde.fr

CourrierInternational.com

Monde-Diplomatique.fr

Lifestyle

01men.com

Marmiton.org

Fluctuat.net

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 15.3 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 iVillage.com, 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 Gesca Digital, a division of Gesca Ltd.

*ComScore Media Metrix, April 2009

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