



Olive Media adds NYTimes.com to its ever-expanding roster of influential premium online brands

Toronto – May 26, 2009 – Olive Media (www.olivemedia.ca), one of Canada's leading online media companies, is proud to announce the addition of NYTimes.com to the group of elite online properties it represents in Canada.

With a vast audience of more than 1.4 million monthly unique visitors in Canada*, NYTimes.com provides Canadian advertisers with the opportunity to get their brands in front of a hard to reach and highly sought after group of influencers and decision-makers.

"It is an absolute thrill to collaborate with a powerful global brand like NYTimes.com," said Theresa Smith, Director of Audience, Olive Media. "The New York Times is one of the world's most trusted news sources and a leader in online news. With an audience of decision-makers and influencers, NYTimes.com will provide our clients with unprecedented access to a most important demographic."

"We are very pleased to work with Olive Media," said Todd Haskell, Vice President, Digital Sales & Operations, New York Times Media Group. "We are always looking to align ourselves with leaders and innovators in each market and segment of the business, and Olive Media fits this bill perfectly. We look forward to growing our relationships with top tier advertisers looking to reach our audience of influential Canadian readers."

NYTimes.com has been represented in Canada since 2007 by AOL Canada/Platform A. Platform A Canada is concentrating on opportunities relating to its core businesses moving forward.

About The New York Times Company: www.nytimes.com

The New York Times Company (NYSE: NYT), a leading media company with 2008 revenues of \$2.9 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers, WQXR-FM and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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, March 2009

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