



## Olive Media serves up new video product: Pimento

Toronto – November 3<sup>rd</sup>, 2009

November 3<sup>rd</sup>, 2009 – **Olive Media**, one of Canada's leading online media companies, is continuing to deliver flexible and creative innovations by extending its product offering to include a full service rich media video ad solution.

**Pimento** ([www.pimentomedia.ca](http://www.pimentomedia.ca)) is a user-initiated full screen rich media video ad solution with a performance based pricing model that delivers interaction across Olive Media's brand safe performance network, Olive Brand Response (OBR). Pimento includes creative development, ad serving and inventory and is priced on a *Cost per Interaction (CPI)* model.

"We saw an opportunity with the shortage of premium pre-roll inventory to address the growing needs of our advertisers by delivering a rich video product" said Simon Jennings, President Olive Media, "Advertisers will now be able to leverage rich video assets to maximize campaign performance and showcase their brands in an interactive and user-initiated environment across Olive Brand Response".

**About Olive Media:** [www.olivemedia.ca](http://www.olivemedia.ca)

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 13 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 nytimes.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 a company owned by the same group as Gesca Ltd, a newspaper and websites publishing subsidiary of Power Corporation of Canada.

\*Custom Olive Media report, based on comScore Media Metrix Audience Duplication report (August 2009)

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