

Olive Media adds new faces to support growth

Organization hires 10 new staff

Toronto, ON, July 20, 2011 – Olive Media is expanding its workforce to continue delivering its full service across a growing portfolio of advertising solutions. The digital media company adds 10 new hires to its talent pool and promotes 5 staff in the areas of product, marketing, sales, operations and business intelligence. This represents an increase in staff of 13 per cent since February 2011.

“We continue to diversify our product offering,” says Simon Jennings, President of Olive Media. “This year we have increased our investment in Olive Mobile, launched Olive Vertical, and readied our network for DSP integration. It’s important that we continue to invest in the best talent in the industry to continue to raise the bar on our products and services.” The new hires are based out of Olive’s Montreal and Toronto offices.

New hires:

- Lily Bergeron – Online Business Development Specialist (Montreal)
- Nelson Cheng – Business Analyst (Toronto)
- Martine English – Marketing Specialist (Toronto)
- Janice Gallen – Account Coordinator, Client Services (Toronto)
- Jennifer Joyce – Ad Ops Specialist (Toronto)
- Natasha Kulis – Online Business Development Specialist (Toronto)
- Marla Natoli – Account Manager – Mobile (Toronto)
- Sean Neilson – Strategic Account Executive (Montreal)
- Suzie Pinheiro – Trafficker, Ad Operations (Montreal)
- Kevin Waud – Strategic Account Executive (Toronto)

Promotions:

- Nina Ahmadi – Team Lead, Publisher Services (Toronto)
- Jamie Bradley – Team Lead, Publisher Services (Toronto)
- Traci Isenberg – Publisher Ad Ops Specialist (Toronto)
- Bromley Switzer – Marketing Specialist (Toronto)
- Kiersten Trafford – Sales Manager (Toronto)

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 16.7 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 international content channels, including NYTimes.com, thestar.com, Cyberpresse.com, auFeminin.com, Allrecipes.com and People.com.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and International websites in both English and French. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc.

* comScore Media Metrix (April 2011)

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Media Contact

Martine English

Olive Media

416-775-8135

menglish@olivemedia.ca