



Olive Media Wastes No Time in Partnering with Another Media Giant – Signs Exclusive Deal with Time Inc.

Partnership brings Olive Media exclusive access to People.com, CNNMoney.com, EW.com and SI.com

Toronto – July 16, 2009 – Olive Media (www.olivemedia.ca) has announced another major media partnership, securing exclusive Canadian representation of online advertising for four of Time Inc.'s most popular brands – People.com, CNNMoney.com, EW.com and SI.com.

This is the first time that Time Inc., one of the largest media empires in the world, has participated in an exclusive arrangement with an external media company to represent their digital assets outside the US. The deal is significant for Olive Media as it continues to solidify its position as an undisputed leader in the Canadian online advertising industry.

The four premium sites are strategic additions to Olive Media's portfolio of some of the biggest online brands in the world and will help to grow and enhance Olive Media's access to key demographics. Olive Media will increase its already powerful reach to Canadian women with two of the world's most popular entertainment websites, People.com and EW.com, while becoming increasingly attractive to advertisers seeking male audiences and those interested in the world of business and finance, with SI.com and CNNMoney.com.

"Time Inc. and its brands are second to none in terms of international brand awareness and appeal for advertisers," said Simon Jennings, President, Olive Media. "This deal will help further position Olive Media as the place for advertisers to go when looking for best-in-class online brands in Canada."

"This kind of exclusive partnership, monetizing non-US traffic, is a new approach for Time Inc. and as a result we did our due diligence in market to ensure we were moving forward with the right partner," said Jim Jacovides, Vice President, Licensing and Syndication, Time Inc. "Olive Media has demonstrated that they are clearly an industry leader representing some of the largest online brands in Canada and the world and we trust their experience and expertise in this important market."

About Time Inc.: www.timeinc.com

Time Inc., a Time Warner company, is one of the largest content companies in the world. With more than 115 magazines, it is the largest magazine publisher in the U.S. and a leading publisher in the U.K. and Mexico. Each month, one out of every two American adults reads a Time Inc. magazine, and one out of every seven who are online, visits a company web site (more than 25 million unique visitors). Time Inc.'s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada and has the ability to reach 15 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, May 2009

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