



Phenomenal growth continues as Olive Canada Network welcomes 17 new people to the family

Team size doubles for the second time in just over a year.

TORONTO, November 21, 2007 – Olive Canada Network (OCN) (www.olivecanadanetwork.com) announced today the addition of 17 new employees to its fast growing roster of industry pioneers and some of the brightest minds in online advertising. The announcement solidifies Olive Canada Network's position as one of the largest and leading online advertising networks in the country.

"We're thrilled to welcome so many talented individuals to our family," said Simon Jennings, General Manager of the Olive Canada Network. "Eighteen months ago we started with just five employees and are now a 39 person firm. The growth speaks not only to the quality of our people but to the growing importance of the online audience to the Canadian advertising market."

OCN aggregates top tier online brands, offering media buyers a one-stop solution for powerful reach of a highly-engaged Canadian online audience, across premium content channels including such sites as iVillage.com, cyberpresse.ca, CNET.com, Maxim Online, toronto.com, tetesaclaques.tv, and thestar.com. Its performance network, Olive Brand Response, comprised of over 2000 web sites and 18 channels, provides clients with a customizable and cost-effective way to achieve measured objectives.

Simon Jennings is proud to introduce the 17 new members of the team:

Claire Anderson - Account Manager - Toronto

Claire is the newest member to join the Account Management team at OCN. A classical studies graduate of Queen's University, she whetted her appetite for the world of online sales and advertising by way of Livedeal Canada. Prior to that she worked with Mosaic Sales Solutions traveling the province on behalf of Labatt's. Claire is an avid skier, a so-so tennis player and beginner golfer.

Vicki Anzenavs – Ad Operations - Toronto

Vicki comes to OCN from St Joseph Media, where she worked in the interactive/online division doing both ad trafficking and sales coordination. Vicki has a degree in Philosophy from the University of Western Ontario. After working professionally as a photographer for two years and getting her private Pilot's license Vicki attended Niagara College for Sales and Marketing. In true Canadian fashion Vicki loves the snow and winter, she was an avid figure skater for 14 years, and loves to snowshoe with her Bernese Mountain Dog, Sierra.

Nathalie Boucher – Director Sales and Marketing, Quebec - Montreal

Nathalie Boucher most recently occupied the position of Director of Sales, Eastern Canada, for Sympatico/ MSN. She has a Bachelors of Business Administration from HEC Montreal, and has dedicated the last 10 years of her career to the area of online advertising. Most notably, she has worked with Bell Actimedia and Sympatico-Lycos Inc, as well as Sympatico.ca. Nathalie Boucher is also the Chairman of the Quebec Board of the Interactive Advertising Bureau of Canada.

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Greg Banducci – Strategic Account Executive - Toronto

Greg comes to OCN directly from LiveDeal Canada, where he developed and honed his online sales experience. Prior to his arrival in online media, Greg pursued his entrepreneurial interests, and he currently holds numerous conceptual and design patents. Greg has a BA in Business Administration from Brock University. Outside the office, Greg enjoys golfing, motorized sports, and lending a hand to anybody that holds the pen to signing insertion orders.

Phil Connell – Director, Corporate and Strategy Development – Toronto

Phil comes to OCN from his private consulting practice where he completed a variety of projects in both the traditional and digital media space. He has been working with Torstar since 2004, most recently crafting a broad strategic plan for OCN. Phil began his consulting career at the Monitor Group, and over the years, has also pursued a diverse set of entrepreneurial ventures in travel, tourism, theatre producing and filmmaking. Phil has a Bachelor of Commerce from Queen's School of Business.

Gerard Doyle – Sales Production Manager - Toronto

Gerard joins OCN team from toronto.com where he spent eight years working in several roles, including Managing editor and A&E Channel Manager. He has a BA in Sociology and a diploma in online journalism. Gerard has visited more than a dozen countries in search of the "perfect curry." When he's not perfecting the ice rink in his backyard, he is busy working on his golf swing or pouring through statistics for one of his many fantasy sports leagues.

Vanessa Fehringer, Strategic Account Executive, Toronto

Vanessa comes to OCN from Microsoft Canada Co. where she held various roles over six years starting off in XBOX Marketing, Operations to Sales roles all the while running and owning a successful modeling/events company. Outside of the office she enjoys Yoga, trips to Muskoka and sharpening her horrible golf game! She loves cooking, music and interior designing.

Nik Gardiner – Ad Operations - Toronto

Nik comes to OCN directly from LiveDeal.ca where he was introduced to the online industry. Prior to his introduction to the online world, Nik spent 13 years in the customer service industry in various roles including technical support, team manager and is also a Xerox Certified Adult Trainer. Nik studied music and general arts at the Université de Moncton. Nik is a self-proclaimed music "geek", enjoys cooking, softball, volleyball and Maritime-style kitchen parties.

Emie Hoshi – Ad Operations - Toronto

Prior to OCN, Emie worked with the Online Marketing group at Loblaws Companies. Her passion for traveling has taken her across Western Europe, Australia, New Zealand, Japan, and North America. She holds a BA from the University of Waterloo, as well as a post-graduate diploma in Book and Magazine publishing. She tries to keep in shape by running and swimming, and has also completed a marathon. Her latest hobby is learning to play the violin.

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Elise Hofer – Sales Producer - Montreal

Elise originally worked in the print media area before joining Cyberpresse in 2005. She now works as a Sales Producer in Montreal to maximize business opportunities with external publishers. Elise holds a degree in Business Administration from UQAM University in Montreal. She's a happy mother of a little boy and enjoys riding her bike, running and travelling around the world: she's travelled in Europe, South America, Australia and recently drove across United States during her maternity leave.

Khai Huynh – Account Manager – Toronto

Khai comes to OCN from Rydium, where he was most recently Director of Ad Operations. Khai has been involved in advertising since the beginning of his career, working in a junior sales capacity at the National Post, followed by several years at Bowne working in financial print. Khai is a graduate of the University of Western Ontario, where he studied Psychology and Media. His hobbies include movies, music, literature, video games, snowboarding, tennis, soccer, basketball and travel.

Mona Kiriakopoulos – Sales Producer – Toronto

Mona comes to OCN from toronto.com where she utilized her degrees in Mass Communications and Sociology as an account manager, staff photographer and web consultant during her tenure. A die-hard Leafs fan, Mona spends her free time watching sports, playing with her son, continuing her family's photographic tradition, and shopping.

Andrea Lawlor – Sales Producer - Toronto

Andrea brings a wealth of agency expertise to OCN Canada after three years as a digital media strategist at OMD where she managed the online buying and planning for several high profile clients including McDonald's and Ontario Tourism. She hails from the East Coast and has travelled extensively across Canada. She is now making inroads into Europe. Andrea is also a video game fanatic.

Rose Lee – Ad Operations Manager - Toronto

Rose comes to OCN after fifteen years at M2 Universal, where she spent the last five years as a Digital Planner/Buyer working on a variety of clients such as General Motors, RBC Financial Group and Microsoft. She won the Ad Club People's Choice Award as Internet Buyer/Planner of the Year in both 2006 and 2007. After a career ending injury playing hockey, she is now focused on improving her golf game. When not working, Rose can be found spending time with family and friends.

Donna Nguyen – Strategic Account Executive – Toronto

Donna Nguyen recently joined the Olive Brand Response team after developing her knowledge and experience in online advertising at Yahoo! Canada, CTV and Rogers Sportsnet. Before entering the online world, Donna pursued the life of an entrepreneur in the family restaurant business. To balance her life, she enjoys dining out, snowboarding, traveling and watching lots of TV with her two big dogs – Tobe and Zen.

Theresa Smith - Strategic Account Executive - Toronto

A media sales professional, Theresa has been working in the Canadian ad industry for 15 years and has been selling online advertising since 2000. Prior to joining the online world Theresa worked in print advertising at both the National Post and The Financial Post newspapers. Theresa joins OCN from MSN Canada where she held a variety of sales positions over the course of the last six years. Theresa has two young children and when she's not pushing the virtues of Internet advertising, she can be found at her local neighbourhood playground or at Dolce Italian Ice Cream on College Street.

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Bromley Switzer – Executive Assistant- Toronto

Bromley comes to Olive Canada Network directly from Torstar Digital's administration team. Previously, she worked in the entertainment industry, hobnobbing with the stars on film sets. In her off time, she enjoys her newfound sport, Ultimate Frisbee, reading, writing, and travelling to far away locales.

About Olive Canada Network – www.olivecanadanetwork.com

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 12 million unique Canadian visitors monthly* on its network of top-tier sites. Olive Canada Network 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, LiveDeal.ca, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites.

Olive Canada Network is a partnership between Torstar Digital, a division of Metroland Media Group Ltd. and Gesca Digital, a division of Gesca Ltd.

*Source: ComScore Media Matrix – July 2007

For further information:

Media Profile