

Olive Media expands relationship with MySpace across Canada

Toronto, ON (March 9, 2010) – Olive Media and MySpace have expanded their relationship extending Olive Media’s representation of MySpace to include all of Canada. The new agreement makes Olive the exclusive representative of MySpace in Canada, giving advertisers access to a premium level of Canadian inventory and custom executions nationally. Olive Media, one of Canada’s leading full-service online media companies, has been representing MySpace Canada in the Quebec market since March 2009.

“This new agreement allows MySpace to leverage Olive Media’s expertise, local knowledge and relationships, while continuing to serve the needs of our users, partners and advertisers in Canada,” said Rebekah Horne, MD and SVP of International for MySpace.

“Providing marketers and advertisers with premium products and audiences to achieve their marketing goals is our top priority,” said Theresa Smith, Vice President of Product, Olive Media. “Our experience with MySpace in the Quebec market has proven that advertisers are eager to custom integrate their brand with MySpace’s highly targeted and deeply engaged audience, and we are thrilled to be able to offer this to our clients all across Canada.”

MySpace Canada offers a wide range of custom advertising solutions and products to connect consumers with brands through innovated ads that go beyond standard run-of-site display media. MySpace’s platform allows users to engage, participate, connect and respond to brands and advertisers to reach a new generation of consumers.

Olive Media’s Brand Response Network will continue to be the exclusive network partner of MySpace in the Canadian market.

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 17 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, 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 Square Victoria Digital Properties Inc., a subsidiary of Power Corporation of Canada.

*Custom Olive Media report, based on comScore Media Metrix Audience Duplication report (January 2010)

About MySpace

MySpace is a technology company connecting people through personal expression, content, and culture. MySpace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photos, videos, mobile, messaging, games, and the world's largest music community. MySpace is a division of News Corporation. (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV)