



NEWS RELEASE

For immediate release

Olive Media Appoints VP in Quebec

Olive Media promotes Director of Sales to Vice-President

Toronto, ON, December 19th, 2011 – Olive Media is thrilled to announce the promotion of Nathalie Boucher to Vice President, Quebec. Boucher joined Olive Media as Director of Sales, Quebec in 2007 and has been pivotal in building the online advertising company's success in the Quebec market. She will continue to report directly to Olive Media President, Simon Jennings.

Prior to joining Olive Media, Boucher managed sales at SympaticoMSN where she was Director of Sales for over six years. She will be able to leverage her extensive management experience in her new role where she will head sales and operations in the Quebec market, leading a team of 15 staff based out of Olive Media's Montreal office.

"This promotion is a reflection of Nathalie's contribution to our company's success and of her leadership in the Quebec market," explains Simon Jennings. "I am pleased to welcome her to her new role and I am confident that Nathalie will continue to provide strategic direction and business insight for Olive Media in Quebec."

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 16.6 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, LaPresse.ca, 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 , July-September 2011 average

-30-

Media Contact

Martine English

Olive Media

416-775-8135

menglish@olivemedia.ca

PHOTO CAPTION



Nathalie Boucher, Vice-President, Quebec, Olive Media

-30-

Media Contact

Martine English

Olive Media

416-775-8135

menglish@olivemedia.ca