



NEWS RELEASE

For immediate release

Olive Media Expands Mobile Offering

Olive Media Gains Exclusive Representation of Seven New Mobile Sites and Apps

Toronto, ON, October 20, 2011 – Olive Media, the leading online and mobile advertising company, has announced today that it will be exclusively representing seven new mobile sites and apps in the Canadian market including Fruit Ninja, Everyday Health and Photobucket. The agreements increase Olive Media's Canadian mobile page impressions to 76 million per month, making Olive Mobile one of the largest location-based mobile advertising portfolios of sites in Canada.

The new sites complement Olive Mobile's current offering of premium sites and apps which include All Recipes.com, thestar.com and NYTimes.com, making it the most efficient way to achieve mobile reach in Canada. Olive Mobile's portfolio additions will allow advertisers to target highly engaged audiences and position their message with premium content brands such as Fruit Ninja, one of the coolest new games available as an app, and Photobucket, featuring a mobile site and app that allow its active social users to share their photos and videos on-the-go.

Olive Mobile also expands into new mobile territory with the Everyday Health portfolio of sites and apps, which features a number of attractive mobile advertising opportunities for health marketers. Everyday Health offers a selection of highly targetable health sites including the pregnancy and parenting sites "What to Expect" with more than 7.5 MM Canadian monthly impressions.

Advertisers seeking an integrated mobile solution or looking to take their campaign mobile can also turn to Olive Mobile for strategic guidance and custom mobile executions, ranging from rich media creations and mobile sites to custom app builds and location-based campaigns.

“We are seeing steady growth in mobile adoption, but the true key to making mobile a significant part of the overall media mix lies in ease of execution for our clients,” says Kristie Painting, VP, Sales and Marketing, Olive Media. “Our goal is to provide a completely seamless execution for advertisers, including rich media creative, mobile landing pages, premium content sites, and our full service promise.”

Olive Mobile’s new mobile advertising opportunities are now available as direct, channel and network buys.

About Olive Media: www.olivemedia.ca

[Olive Media](http://www.olivemedia.ca) 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.ca, auFeminin.com, Allrecipes.com and People.com.

Olive Mobile, Olive Media’s full service mobile offering, features high performance mobile solutions and one of the largest location-based premium advertising networks in Canada. 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.

* comScore Media Metrix , April-June 2011 Average

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