

Olive Media Introduces Search Retargeting

Toronto, ON – April 26, 2011 – Today Olive Media (www.olivemedia.ca), one of Canada's leading online advertising sales solutions companies introduced search retargeting technology to their full suite of digital advertising tools. Powered by an exclusive relationship with Magnetic, the leader in search retargeting, the new technology enables display advertisers to show users targeted messaging based on their search history. On average, Magnetic's technology increases click-through rates by 74% and increases return on investment by 325%* (*Source, Magnetic Historical Data)

With more than 5 billion searches across 300 million unique users monthly (*Source, Magnetic Internal Data),Magnetic allows advertisers to purchase display ads across Olive's Brand Response performance network based on search data. These display ads are then targeted against specific search keywords designed to identify audiences with specific purchase intent for better conversion and performance.

“We are delighted to be working with Magnetic exclusively in Canada,” says Kristie Painting, VP, Sales and Marketing, Olive Media. “The product offers advertisers a high level of flexibility in extending their search strategy through new publisher data. The performance lift is impressive, and all advertising runs on the brand-safe Olive Brand Response network that our advertisers already trust. It also offers us an opportunity to better monetize our publisher inventory. In a market where advertisers are more time-pressured than ever before, it's another great tool for our full service offering.”

“Olive Media is a clear leader in Canada and the strategic alliance is an exciting way for us to expand search retargeting to new international markets,” says Josh Shatkin-Margolis, CEO of Magnetic. “Through search retargeting, advertisers can reach relevant audiences while maintaining transparency online.”

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 17.4 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, 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 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., a subsidiary of Power Corporation of Canada.

* comScore Media Metrix (January 2011)

About Magnetic™: www.magnetic.is

Magnetic™ makes search re-targeting easy. The Magnetic data marketplace empowers advertisers and publishers to use search data as the key indicator of intent and re-target campaigns to the most relevant audience online. With more than 300 million unique users monthly , Magnetic significantly lifts the value of media and improves campaign performance. Magnetic's advanced technology provides the largest payment to search data providers. It is the search data partner of choice for more than 100 leading agencies, ad networks and DSPs. Magnetic is headquartered in New York, funded by investors including Charles River Ventures, Ron Conway, NYC Investment Fund, Roger Ehrenberg of IA Capital, Founder Collective and NYC Seed. For more information visit: www.magnetic.is.