

Olive Media doubles operation in 2010

Organization moves ahead with 35 new positions.

TORONTO, November 11, 2010 – Olive Media continues to expand its position as one of Canada’s most innovative online advertising companies introducing 35 strategic additions and promotions in the areas of sales, traffic, analytics, marketing and product development for its Toronto and Montreal offices. Simon Jennings, President of Olive Media is proud to introduce the 35 new positions of the team, “Olive has had a phenomenal year of growth. By investing in our staff we are able to continue to deliver the level of service and support that our clients have come to expect from Olive.”

Jason Ainsworth – Brand Response Specialist (Toronto)
Kim Labelle – Strategic Account Executive (Montreal)
Daniel Bosc – Integrated Campaign Specialist (Toronto)
Sarah Corniola – Business Analyst (Toronto)
Jamie Bradley – Senior Account Manager (Toronto)
Danielle Cote – Ad Operations Coordinator (Toronto)
Jaime Greenwald - National Account Manager (Toronto)
Patrice Beaulieu – National Account Manager (Montreal)
Amir Korhani – Online Business Development Specialist (Toronto)
Jenny Lau-Morris - Manager, Analytics Group (Toronto)
Leanne Gibson – Partnerships & Product Development – Elite Portfolio (Toronto)
Daniel Kenny-Godoy – Team Lead, Ad Operations Specialist (Toronto)
Mark Melling – Business Analyst (Toronto)
Shannan LaMorre – Manager, Publisher Relations (Toronto)
Michelle Mills - National Account Manager (Toronto)
Fiona Carvalho – Team Lead, Ad Operations (Toronto)
Nik Gardiner – National Account Manager (Toronto)
Linda Polesel –Senior Account Manager (Toronto)
Shawn Ng – Ad Trafficker (Toronto)
Rousseau, Jessika – Site Manager (Toronto)
Bromley Switzer – Marketing Coordinator (Toronto)
Jorge Rocha – Ad Trafficker (Toronto)
Robin Ryan – Strategic Account Executive (Toronto)
Jeff Smith – National Account Manager (Toronto)
Mladen Raickovic – Partnerships & Product Development – Network Portfolio (Toronto)
Stephanie Thornton – Online Business Development Specialist (Toronto)
Chris Quinn – Team Lead, Brand Response (Toronto)
Kalsang Tanzin – Account Coordinator (Toronto)
Jeff Wood – Account Coordinator (Toronto)
Claire Anderson – Strategic Account Executive (Toronto)
Laurence Patey – Bilingual, Integrated Campaign Specialist (Toronto)
Shab Baharyeh – Account Coordinator (Toronto)
Mimi Tourangeau – Site Manager (Toronto)

Roberta Houle – Ad Operations Specialist (Toronto)
Michelle Primrose – As Operation Coordinator (Toronto)

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 15.8 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 teteslaques.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.

* comScore Media Metrix (September 2010)