

## **Olive Media hires industry veterans to lead key divisions**

Toronto, ON (January 18, 2011) - Olive Media is proud to announce the appointment of Jeff Clark, Head of Technology, and Matthew Weinstein, Head of Partnerships & Product Development for Mobile. With over 10 years of experience in online performance marketing, Jeff will lead the development and implementation of Olive's technology strategy. Coming from an extensive background of sales and business development, Matt will be responsible for developing and executing the product roadmap for Olive Media's mobile advertising solutions. "Industry experts are predicting growth in mobile advertising of more than 30% by 2013. Growing our technology and mobile divisions is imperative for us to stay competitive in a rapidly expanding market, and to position us to play a key role in the continued development of the Canadian interactive landscape" says Simon Jennings, President of Olive Media. "The combined experience that Jeff and Matt bring to Olive gives us a serious edge in the marketplace."

About Olive Media: [www.olivemedia.ca](http://www.olivemedia.ca)

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 17.3 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](http://nytimes.com), [CNET.com](http://cnet.com), [thestar.com](http://thestar.com), [toronto.com](http://toronto.com), [cyberpresse.ca](http://cyberpresse.ca) and [tetesaclaques.tv](http://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 (November 2010)