

Olive Media introduces VPs

Toronto, April 5, 2010 – Olive Media responds to its continued growth as one of Canada’s most innovative online advertising companies by introducing three strategic Vice President positions to its Executive team.

Phil Connell has been promoted to Vice President of Operations and Corporate Strategy. In this new role, Phil consistently improves the systems that support the business, while seeking out new opportunities in line with the company’s broader growth objectives.

Theresa Smith has been promoted to Vice President of Product. Theresa continues to look for the best online content to fulfill the needs of Canadian marketers, and to deliver unparalleled service to Olive’s publisher partners. In addition, she will develop innovative, emerging products to meet the changing needs of the interactive community.

Kristie Painting has been promoted to Vice President Sales and Marketing. Kristie heads up Olive’s best in class sales organization. She is now also responsible for developing, articulating and communicating the Olive Media brand promise.

Simon Jennings, President of Olive Media is proud to promote the Vice Presidents, “Olive has grown substantially over the past 4 years and recognizes that these individuals have been an integral part of that journey. Their extensive experience and expertise in the online market will continue to provide Olive with the management and leadership it requires to grow the business and direct the ever changing environment”

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 17.3 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, CNET.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performancerelated 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 (February 2010)