

## **Olive alerts travel deals**

Toronto – April 27, 2010 – Olive Media, one of Canada’s leading online media companies, continues to expand with the addition of TravelAlerts.ca to the group of elite online properties it exclusively represents in Canada. TravelAlerts.ca, Canada’s leading online publisher of travel and entertainment specials, reaches an audience of more than half a million monthly unique visitors in Canada\*. Close to 900,000 Canadians receive the 10 geo-targeted Travelalerts.ca newsletters in both English and French, each week. Canadian advertisers can leverage the newsletters, dedicated e-blasts, or advertise on the website to a sophisticated audience of travelers.

“At Olive Media it is our goal to bring unique content opportunities and hard to reach audiences to Canadian advertisers. As the leading Canadian online travel publisher, TravelAlerts.ca offers advertisers the medium to reach highly targeted Canadian travel enthusiasts in both English and French markets,” said Theresa Smith, VP of Product, Olive Media.

“We are very pleased to partner with Olive Media,” said Eduardo Mandri, co-founder and co-Managing Partner of TravelAlerts.ca. “By leveraging Olive’s relationships with top tier advertisers looking to reach our audience of Canadian travel lovers, we can further accelerate our rapid subscriber and traffic growth”

### **About Olive Media: [www.olivemedia.com](http://www.olivemedia.com).**

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 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 (February 2010)

### **About TravelAlerts.ca**

TravelAlerts.ca is an online publication that informs Canadians of outstanding travel and entertainment specials. Every week, a team of editors scour hundreds of airlines, hotels and travel agency websites to find the best travel and entertainment deals available. Over 875,000 Canadians have subscribed to receive the TravelAlerts.ca weekly newsletter and more than 100 leading travel companies regularly use TravelAlerts to promote their best specials, including agencies, airlines, hotels, car rental and entertainment companies.