



## **TORSTAR ANNOUNCES ACQUISITION OF EYERETURN MARKETING**

**TORONTO, ONTARIO** – 9:00 a.m. Friday, June 12, 2008 – **Torstar Corporation** today announced that its digital unit, Torstar Digital ([www.torstardigital.com](http://www.torstardigital.com)), has acquired eyeReturn Marketing (<http://www.eyereturnmarketing.com>), a leading Canadian-owned provider of online ad serving, rich media, online campaign measurement and online promotion capabilities. eyeReturn Marketing has extensive experience in the Canadian marketplace and in the delivery of bilingual websites/microsites, databases, email deployment and promotions for blue chip clients.

“Torstar Digital is focused on providing world-class online services to advertisers, agencies and publishers”, said Tomer Strolight, President, Torstar Digital. “The acquisition of eyeReturn Marketing adds valuable and compelling new services to our online offerings. eyeReturn Marketing’s enviable roster of clients includes most of Canada’s top agencies, advertisers and web sites. It has an industry reputation of providing unsurpassed service and support to its customers. eyeReturn Marketing will expand Torstar Digital’s online portfolio of leading services, adding to its other successful national online endeavours led by Workopolis.com and the Olive Canada Network. We are very excited to have eyeReturn Marketing join Torstar Digital’s growing stable of online businesses.”

"As a result of this acquisition, eyeReturn Marketing gains access to resources that will rapidly accelerate future growth of the company", said Renee Hill, President and Founder, eyeReturn Marketing. "We are now in a great position to invest in expanding and improving our services. We have been impressed with Torstar since our first meeting with them and believe that we will have a wonderful and successful future together."

eyeReturn Marketing will continue to be led by Renee Hill. No staff changes at the company are expected to occur as a result of this acquisition.

### **ABOUT TORSTAR CORPORATION**

Torstar Corporation is a broadly based media company listed on the Toronto Stock Exchange (TS.B). Its businesses include the Star Media Group led by the Toronto Star, Canada’s largest daily newspaper, and digital properties including thestar.com, toronto.com, wheels.ca, Workopolis and Olive Canada Network; Metroland Media Group, publishers of community and daily newspapers in Ontario; and Harlequin Enterprises, a leading global publisher of women’s fiction.

Torstar's news releases are available on the Internet at [www.torstar.com](http://www.torstar.com).

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