

announcement



Tomer Strolight



Sharon Dean



I am pleased to announce the appointment of Tomer Strolight to the position of Vice President, Digital Media, *Toronto Star* and Star Media Group (SMG). Tomer also continues in his role as President, Torstar Digital.

In his new role, Tomer assumes responsibility for all online and digital media for the *Star* and SMG, including: thestar.com, online classified and online product development for the *Star* and SMG. Tomer assumes these responsibilities from Greg Loewen, who has left to pursue new career opportunities in the United States.

As part of this reorganization, Toronto.com and LiveDeal, currently part of Torstar Digital, become a part of SMG. Both groups continue to report to Tomer.

In this role, Tomer reports directly to me.

Tomer also continues as President of Torstar Digital, including responsibility for digital corporate development and strategy, TOPS 2.0 and Torstar's interests in the Olive Canada Network and Workopolis. In this capacity, Tomer continues to report directly to Rob Prichard, CEO of Torstar Corporation.

This new structure ideally positions Star Media Group for growth in the critical online space and enables us to better capture synergies between our print and online franchises in SMG and those in Torstar Digital.

Reporting to Tomer in his new role as VP, Digital Media for the Star and SMG, are the following:

- Sharon Dean, who is appointed to the new position of General Manager, thestar.com
- Judy Sims as Director, Online Development.

Reporting to Sharon Dean, General Manager, thestar.com are the following:

- Theresa McVean, Managing Director, Online Advertising, who reports to Sharon with dotted-line reporting to Wayne Clifton.
- Mike Babad, Assistant Managing Editor, Multimedia, who reports to Fred Kuntz with dotted line reporting to Sharon.
- Dave Darnell, Senior Production Manager, star.com.

Tomer's current direct reports in Torstar Digital will continue to report to him. Angela Hountalas and Jeff Sherman, who currently provide Torstar Digital with HR and Finance support respectively, will assume expanded roles now supporting the *Star* Media Group Digital Media in addition to Torstar Digital. Angela and Jeff will continue to report to Tomer but with dotted line reporting to Brian Daly (Angela) and Jim Fealy (Jeff) on Star Media Group business.

Please join me in congratulating these individuals on their appointments and extending best wishes for continued success.

Feb. 12, 2007

Jagoda Pike
Publisher, Toronto Star
President, Star Media Group

TORONTO STAR

