



FOR IMMEDIATE RELEASE
August 9, 2011

ShopCatch will change the way you shop!

Officially launching today, location-based app and mobile website helps consumers find the hottest deals from top retailers where they are and when they are ready to shop

TORONTO – Torstar Digital announced today the launch of [ShopCatch](http://ShopCatch.com), a location-based free app for use with iPhone® smartphones and a mobile website (m.shopcatch.com) that will help consumers shop better – but spend less.

ShopCatch is a mobile destination for location-based listings of promotions, sales and exclusive offerings at top retailers and malls near each user. Visa, HMV, and Rogers are partnering with ShopCatch and offering amazing offers to ShopCatch users during the launch along with many other great deals in the app!

“ShopCatch is poised to change the way Canadians find the best deals on hundreds of retail products and services,” said Candice Faktor, Vice President of Strategy and New Ventures at Torstar Digital. *“We’re excited to offer a product that will bring the shopping experience to the next level, combining convenience and mobility with quality offers that are in real time, completely portable and don’t require clipping coupons.”*

ShopCatch connects users with exclusive shopping deals, mobile coupons and in-store promotions throughout the Greater Toronto Area and is in the process of expanding nationwide.

Users can redeem a deal using ShopCatch in three easy steps: 1. Use the app or mobile website to locate a deal near where they are; 2. Tap on the details of the deal to pull up its promotional code or coupon; and 3. Show the promotional code or coupon to the cashier to redeem.

ShopCatch features advanced keyword and category searches, as well as interactive mall maps and store directories to help make the everyday shopping experience easier. Users can share any of the deals they see on ShopCatch with family and friends and can also “follow” their favourite retailers so they will always know about the latest offers.

ShopCatch was recently featured as one of the top shopping apps in Canada by iTunes® Canada (under the “Great Canadian Apps” section), and Toronto radio station Flow 93.5. Marc Saltzman, syndicated technology columnist and author, also had great things to say about ShopCatch. *“ShopCatch points you in the direction of the best deals at the mall and major retailers. Quick and uncomplicated, it helps you make the most of your shopping dollars,”* he said.

Complimenting the launch, from Saturday, August 13 until Saturday, September 11, Torontonians should be on the lookout for the ShopCatch Mobile Boutique, a store-on-wheels featuring fun giveaways and photo opportunities. Mobile Boutique guests can pose as their favourite celebrity via fun 'cutouts' and download the ShopCatch app for a chance to receive a tote bag, card holder, or gift card courtesy of ShopCatch partners VISA and HVM. You can find the Mobile Boutique by following @shopcatch on Twitter.

Schedule:

Saturday, August 13	noon to 4 p.m. at Yonge and Bloor
Sunday, August 14	11 a.m. to 4 p.m. at Yonge and Dundas
Saturday, August 20	11 a.m. to 4 p.m. at Queen and Spadina
Sunday, August 21	11 a.m. to 4 p.m. at Yonge and Eglinton
Thursday, August 25	noon to 5 p.m. at Queen and Bathurst
Saturday, August 27	11 a.m. to 4 p.m. at CNE
Sunday, August 28	11 a.m. to 4 p.m. at Bloor and Bay
Saturday, September 3	11 a.m. to 4 p.m. at CNE
Sunday, September 4	11 a.m. to 4 p.m. at Yonge and Dundas
Saturday, September 10	11 a.m. to 4 p.m. at CNE
Sunday, September 11	11 a.m. to 4p.m. at Yonge and Eglinton/Yonge Bloor

About Torstar Digital:

Torstar Digital is a division of Toronto Star Newspaper Ltd., a wholly-owned subsidiary of Torstar Corporation. Its mission is to deliver technology and strategic leadership to its online-only properties, create winning online and mobile businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling of Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, workopolis.com, wagjag.com, toronto.com, wheels.ca, Olive Media and a variety of regional sites. For more information please visit: <http://www.torstardigital.com>

About ShopCatch:

ShopCatch, a Torstar Digital venture, is a location-based smartphone app and mobile website (m.shopcatch.com). It provides a comprehensive listing of sales, deals, in-store promotions, malls and major retailer information. Currently serving the GTA and is in the process of expanding across Canada, ShopCatch is a go-to source for what is on sale at major retailers.

Website: www.shopcatch.com

Twitter: [@ShopCatch](https://twitter.com/ShopCatch)

[Facebook](#)

For interview requests or high-res photography, please contact:

Christina Walters, rock-it promotions, inc., at christina@rockitpromo.com or 416.656.0707 ext 107

Debra Goldblatt, rock-it promotions, inc., at debra@rockitpromo.com or 416.656.0707 ext. 101

iPhone and iTunes are trademarks of Apple Inc.