



**Theresa Smith appointed Director of Audience of Olive Canada Network**  
Partner growth and network management key to firm's continued success

**TORONTO, January 10, 2008** – Torstar Digital is pleased to announce the promotion of Theresa Smith to Director of Audience, Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)). Reporting to the President of Olive Canada Network, Simon Jennings, Theresa will be responsible for the development of Olive Canada Network's premium offerings and the enhancement of the Olive Brand Response product through the accumulation of new partner sites.

"Theresa's extensive experience and expertise in the online market will provide Olive Canada Network with the management required to continue to develop the business and direct the ever changing network," said Jennings.

Theresa joined Olive Canada Network in August of 2007 as Strategic Account Executive and has since proven herself as the right person to successfully manage the business. Her 15 years of experience in online and traditional advertising is accompanied by a strong business sense and an acute awareness of the online market that will be crucial in building premium relationships for Olive Canada Network.

Theresa most recently worked at MSN Canada as Director of Sales. She also held positions as Senior Partner Manager and worked in global business development at MSN Canada. In her new role as Director of Audience she will collaborate with new business arenas and members of the online community to further solidify Olive Canada Network as one of the leading online advertising networks in Canada.

**About Olive Canada Network – [www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)**

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 13 million unique Canadian visitors monthly\* on its network of top-tier sites. Olive Canada Network offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, LiveDeal.ca, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites.

Olive Canada Network is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

\*Source: ComScore Media Matrix – October 2007

**For further information:**

**Patrick Erlich**  
**Media Profile**  
**P: 416-342-1835**  
**C: 416-318-3821**