



Torstar Digital Announces Strategic Investment in Travel Deals Website TORONTO, ONTARIO – October 20, 2009 – Torstar Digital announced today it has made a strategic investment in Travelwire Inc., owner of TravelAlerts.ca (www.TravelAlerts.ca), a leading travel website and weekly newsletter that provides more than 700,000 Canadians with information about the best available travel deals.

“The TravelAlerts.ca newsletter and website have been delivering substantial savings to Canadian travel enthusiasts and providing travel companies with effective, targeted advertising products,” said Tomer Strolight, President of Torstar Digital. “We are excited to work collaboratively with the Travelwire team to further extend this fantastic product to Torstar Digital’s broad consumer audience and advertiser base.”

Travelwire is unique in that it offers 10 regional TravelAlerts.ca newsletters across Canada with geo-targeted travel deals for each region. Each deal is carefully selected by TravelAlerts’ specially-trained editorial team, which scours thousands of travel websites every week for the best available deals. The TravelAlerts.ca website also provides users with TripSearch™, an easy-to-use travel search and comparison tool for cheap flights, hotels, cars and package vacations.

“Travelwire is excited to announce this close affiliation with Torstar Digital,” said Eduardo Mandri, co-founder and co-Managing Partner of TravelAlerts.ca. “Leveraging Torstar Digital’s wealth of resources and experience will help enable us to continue our rapid subscriber and traffic growth, and achieve our vision of becoming Canada’s leading online travel deals destination.”

TravelAlerts.ca currently serves more than 100 travel advertisers by promoting qualified deals to its Canada-wide subscriber base and driving in-market travel consumers to partner websites.

“The online travel advertising category is a strategic priority for Torstar Digital as travel advertisers shift more of their spending online,” said Candice Faktor, Managing Director of Corporate Development and Innovation at Torstar Digital. “TravelAlerts’ online advertising product suite of email, cost-per-click and display advertising delivers exactly what travel advertisers are seeking, namely highly qualified leads, conversions and targeted branding opportunities.”

TravelAlerts.ca will continue to be led by its co-founders, Eduardo Mandri and Jerome Guillodet, from its office in Montreal, Quebec.

About TravelAlerts.ca

TravelAlerts.ca is an online publication that informs Canadians of outstanding travel specials. Every week, a team of editors scour hundreds of airlines, hotels and travel agency websites to find the best travel deals available. Over 700,000 Canadians have subscribed to receive the TravelAlerts.ca weekly newsletter and over 100 companies including agencies, airlines, hotels and car rental companies regularly use TravelAlerts to promote their best specials.

About Torstar Digital

Founded in 2005 to provide leadership in digital media for Torstar Corporation, Torstar Digital is building a portfolio of leading online brands that serve both Canadian advertisers and audiences, developing cutting edge technologies and businesses, and creating a centre of excellence for digital media talent. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, Workopolis.com, Wheels.ca, eyeReturn Marketing, Olive Media and a variety of regional sites.

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