



Torstar Digital Announces Acquisition of WEB2MOBILE

TORONTO, ONTARIO, October 12, 2010 – Torstar Digital announced today it has acquired WEB2MOBILE, a leading developer of innovative mobile marketing solutions.

WEB2MOBILE works with marketers (including Nike, Random House, Telus) to develop mobile strategies, applications, web experiences and campaigns. It offers a suite of mobile products for iPhone, iPad, Android, Blackberry, and other mobile web devices and custom development solutions for all mobile platforms. WEB2MOBILE is known for creating innovative products in the mobile space that help advertisers and marketers optimize their digital content and create compelling experiences for mobile devices.

“We are thrilled to announce this acquisition. Mobile is a high priority for us and Web2Mobile allows us to add outstanding mobile marketing, sales and technology capabilities to Torstar Digital as we grow our mobile businesses,” said Candice Faktor, Vice President, Strategy and New Ventures.

“As we head into 2011 there is significant momentum in the digital and mobile arena. Torstar Digital, who is a digital leader in Canada, is a great fit for both our turnkey mobile solutions and our custom mobile application and mobile web development,” said Deborah Hall, Director of Mobile Solutions, Torstar Digital. “The integration with Torstar Digital will allow us to continue to push the envelope creating new products our publishers and marketers will need to take advantage of the mobile space.”

WEB2MOBILE will continue to be led by its founder, Deborah Hall, and will continue to operate independently from Torstar Digital’s other businesses. The business will report into the Strategy & New Ventures group at Torstar Digital.

Mobile Marketer out of New York named Deborah one of the “Women to Watch” in the mobile space for 2010. Deborah is a leader in the digital space, she is the co-chair of the upcoming Digital Day presented by the CMA and Marketing Magazine, and is also the co-chair of the Digital Marketing Awards for 2010. In her new role with Torstar Digital, she will continue to help clients create both mobile marketing strategies and new revenue models for the mobile space. Deborah has worked closely with clients such as Chapters Indigo, Nike, Diageo, Corus Entertainment, the Weather Network, Cogeco, Sun Life, and Tribute Entertainment.

This recent acquisition is yet another example of Torstar Digital's commitment to lead in the next evolution of digital marketing and media.

About WEB2MOBILE

WEB2MOBILE is known for creating innovative products in the mobile space that help advertisers and marketers optimize their digital content and create compelling experiences for mobile devices. It offers a suite of mobile products and consults with companies to provide solutions of how to migrate digital content to mobile devices. WEB2MOBILE's turnkey products include email2mobile which optimizes content for email newsletters and mobilepromopage a product which allows quick mobile landing page creation.

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 businesses includes thestar.com, toronto.com, Workopolis.com, eyeReturn Marketing, Olive Media, TravelAlerts.ca, Wagjag.com and a variety of regional sites.

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