



News Release
For immediate distribution

Cvendu.ca: New Local Online Classifieds Site

Partnership with La Presse and Gesca dailies offer Quebecers close-to-home option for online classifieds

Montreal, February 19, 2007 — Are you looking for a new apartment? Will you be shopping for a used car this spring? Or do you need to sell your old couch? Cvendu.ca, a new classified ads website, can help.

It's very easy to use! Once the user enters his or her postal code, ads within a 40km radius of their location appear first, making it an ideal tool for finding items that people want to see or try out first before buying.

"Canadians are increasingly using the Internet for classified advertising – one third of online Canadians visit at least one classified advertising website per month," says Pierre-Elliott Levasseur, President, Gesca Digital. "Cvendu.ca capitalizes on the best online classified advertising technology to bring together buyers and sellers in an environment that makes the buying and selling of goods faster, easier and more effective."

Cvendu.ca is strongly anchored in the local community – its partnership with La Presse offers all Internet users and classified advertisers in the greater Montreal area a relevant, local online classified environment. Users can also browse ads in the city or town of their choice across Quebec, thanks in part to Cvendu.ca's partnership with all of the Gesca dailies (*La Presse, Le Soleil, Le Droit, La Tribune, Le Nouvelliste, Le Quotidien et La Voix de l'Est*). For those looking to move to a new apartment in Vancouver or to buy a house in Toronto or Ottawa, Cvendu.ca also allows full access to classified ads across Canada.

Its user-friendly interface allows people to browse a wide variety of Cvendu.ca categories – including Vehicles, Real Estate, Furniture, and even Pets. Sellers will appreciate its simple, easy-to-use technology: with just a few clicks, they can place an ad and customize it by choosing from a wide range of options.

People buying classifieds ads with all the Gesca dailies will have access to special offers and discounts when they post their ads on Cvendu.ca.

Categories



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About Cvendu.ca

CVendu.ca and LiveDeal.ca are a joint venture between LiveDeal Inc., Torstar Digital, and Gesca that marries the strength of LiveDeal Inc.'s industry-leading Web classifieds technology with the extensive local reach of Torstar's and Gesca's newspapers..

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