



Olive Media Adds Sing Tao and Canadian Immigrant to its Elite Offering
Olive Media now gives advertisers the opportunity to reach Chinese and immigrant audiences across major Canadian markets

TORONTO, March 16th, 2009 – Olive Media (www.olivemedia.ca), a leader in the online advertising market in Canada, has partnered with Sing Tao and Canadian Immigrant, giving advertisers the opportunity to reach both Chinese and immigrant audiences across major Canadian markets.

Sing Tao is one of Canada's leading Chinese online news websites. With more than 1 million Canadians identifying Chinese as their native tongue, Sing Tao is a trusted source of information for this hard-to-reach segment of the Canadian population. "Olive Media is a perfect strategic fit for Sing Tao given our leadership position in the Chinese market. Together, our two organizations will be able to create unique opportunities that will enable mainstream advertisers to successfully tap into the lucrative Chinese Canadian market," said Carol Peddie, CEO, Sing Tao Canada.

Canadian Immigrant is the leader in providing information services to the large number of Canadian immigrants that make up a highly coveted and educated segment of the Canadian population. "We chose Olive Media to represent our national advertising sales in Canada based on the strong track record they have demonstrated to us in the past, in both sales and service. We feel Olive Media is the best choice to engage advertisers seeking to reach the economic class immigrant, and to work with us to create unique content and messaging opportunities on canadianimmigrant.ca," said Leslie Andrachuk, Director of Web Site Development and Online Operations at Star Media Group.

"At Olive Media we continuously strive to meet advertiser demand for unique content opportunities and hard to reach audiences. As leading Canadian websites among their respective core audiences, Sing Tao and Canadian Immigrant are perfect vehicles for advertisers looking to reach Canada's most vibrant ethnic communities," said Theresa Smith, Director of Audience, Olive Media.

About Sing Tao: www.singtao.ca

Sing Tao Canada is a joint venture between Star Media Group and Sing Tao News Corporation Limited, one of the leading Chinese media companies based in Hong Kong. Sing Tao Daily publishes the largest Chinese language newspaper in Canada, with editions in Toronto, Vancouver and Calgary. Since its launch 30 years ago in Canada, Sing Tao has been a way of life for Chinese Canadians. Sing Tao Canada is also a pioneer on the Internet; launched in 1995, singtao.ca is one of the most popular Chinese newspaper websites in Canada.

About Canadian Immigrant: www.canadianimmigrant.ca

Canadian Immigrant reaches a coveted and highly educated economic class immigrant population across Canada, offering tools and resources that help newcomers settle into their new communities. The site connects immigrants with each other, as well as with immigrant experts and prospective employers. Along with exclusive online stories and special series, Canadian Immigrant offers free access to interactive job, school and home finders.

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada with the ability to reach over 13 million unique Canadian visitors per month (according to ComScore Media Metrix, December

2008) through a variety of top-tier online websites. Olive Media is a one-stop shop for Canadian media buyers looking to reach highly-engaged Canadian online audiences across premium Canadian and U.S. content channels, including iVillage.com, CNET.com, ArtistDirect.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv. Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Gesca Digital, a division of Gesca Ltd.

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