

Olive Canada Network and Gesca Digital Join Forces to Create Canada's Premium Online Advertising Network

Olive Canada Network adds French Language Web Sites and Montreal Sales Force

TORONTO/MONTREAL, January 17, 2007 – Torstar Digital, owner of Olive Canada Network, announced today a partnership with Gesca Digital, which will add Gesca Digital's French language web sites and ad sales to Olive Canada Network. Olive Canada Network currently offers the country's media buying community direct access to highly targeted Canadian impressions across top-tier online branded web sites in Canada and the US. With the addition of Gesca Digital, Olive Canada Network will become a truly national and bilingual service for Canada's leading national online advertisers.

"With Gesca Digital as part of Olive Canada Network, we can now offer advertisers more than 13 million unique Canadian visitors per month, or 60% of online Canadians, all of it exclusively on premium web sites," said Simon Jennings, General Manager of Olive Canada Network. "The addition of Gesca Digital's top-tier network in Quebec further enhances Olive Canada Network's ability to offer advertisers deep, premium reach in both English and French Canada."

Olive Canada Network exclusively represents the Canadian impressions on a comprehensive and growing list of premium, branded sites based in both Canada and the U.S., including thestar.com, CNET, toronto.com, ArtistDirect.com, Maxim online and LiveDeal.ca. Today's announcement adds the country's leading French language sites, cyberpresse.ca, tetesaclaques.tv as well as the website of Josée diStasio, among others.

"Becoming part of Olive Canada Network allows us to broaden the opportunities available to Quebec advertisers and offer them access to a gold standard network of sites across Canada and the US," said Pierre Elliott Levasseur, President of Gesca Digital. "We're very excited to begin offering advertisers the strengths of our newly combined networks."

"The addition of the Gesca properties to the Olive Canada Network allows me to be more efficient as I can buy a higher volume of reach in Quebec and across English Canada with just one call", remarked Michael DiGiovanni, Director of Online, Zenith Optimedia.

Olive Canada Network will now operate sales offices in Toronto, Ontario and Montreal, Quebec. To contact sales in Toronto call Kristie Painting, Director of Sales (416.596.4337); to contact sales in Montreal contact Benoît Chiasson, Director Marketing and Advertising (514.285.6997).

About Olive Canada Network

Launched in June 2006 by Torstar Digital as a premier network of top tier online brands, Olive Canada Network has since grown to become one of Canada's most respected online sales forces. Olive Canada Network now reaches over 13 million unique Canadian visitors on its network of sites each month focused on delivery of target audience reach. Olive Canada Network offers Canadian media buyers a one-stop shop for highly-engaged Canadian online audiences across premium content channels, including CNET.com, Maxim online, thestar.com, LiveDeal.ca, and toronto.com, cyberpresse.ca and tetesaclaques.tv

About Gesca Digital

Gesca Digital and its subsidiaries, operate several Internet sites (cyberpresse.ca, LaPresseAffaires.com, Technaute.com, MonToit.ca and MonVolant.ca) also own an interest in Olive Canada Network, fifty percent interest in Workopolis, Canada's leading provider of Internet recruiting and job search solutions and is a partner in the online classified site LiveDeal.ca. Gesca Digital is a division of Gesca Ltd, a media group and a wholly owned subsidiary of Power Corporation of Canada (TSE: POW).

About Torstar Digital

Torstar Digital's mission is to deliver technology and strategic leadership to its online-only properties, create winning online businesses that can leverage Torstar Corporation's wealth of media assets and assist in online enabling Torstar Corporation's existing portfolio of print businesses. Torstar's current portfolio of leading digital properties includes thestar.com, toronto.com, workopolis.com, LiveDeal.ca, Olive Canada Network and a variety of regional sites.

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