



A Little Prevention Goes a Long Way

Olive Media adds Prevention.com to its growing list of premium websites

Toronto, ON – April 21, 2009 – Olive Media (www.olivemedia.ca), a leader in the online advertising market in Canada, continues to expand with the addition of leading health and lifestyle website Prevention.com to its roster of elite sites, giving advertisers increased opportunity to target the “*must reach*” demo of health-conscious, 40-plus women.

With 2.2 million unique visitors per month*, Prevention.com is one of the leading health magazine brands in Canada, targeting women through a focus on health, nutrition, fitness, the mind, beauty, and medical science issues. Prevention.com and Olive Media’s partnership will allow advertisers to reach an audience that values health, has developed a broader definition of health and is more interested in living a healthy lifestyle than ever before.

“Olive Media is thrilled to partner with Prevention.com. No other brand is as well positioned to deliver this important demographic to advertisers,” said Theresa Smith, Director of Audience, Olive Media. “This partnership is another significant step in our goal to provide advertisers with the best opportunities to reach select target audiences.”

Said James Kreckler, *Prevention* Online Ad Director, “We are completely confident that *Prevention* is partnering with the number one go-to site for online advertisers in Canada and are certain that the relationship will be mutually beneficial.”

The addition of Prevention.com enhances Olive Media’s already impressive access to health related sites, including healthzone.ca and besthealthmag.ca.

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About Prevention

Prevention (www.prevention.com) is the largest healthy lifestyle magazine brand in the world and the 11th largest magazine in the U.S., with more than 11 million readers. *Prevention* publishes branded books -- most recently the bestselling *Flat Belly Diet!*, special-interest publications, bookazines, DVDs, and 15 international editions. In 2007, *Prevention* was named to *Ad Age*’s prestigious “A-List” and won a Folio Ozzie Award for “Best Redesign” and a Capell “Best Performer” Honorable Mention for circulation gains.

About Olive Media: www.olivemedia.ca

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 13 million unique Canadian visitors monthly** on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian 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.

*Coremetrics—12-Month Average, 2008

**ComScore Media Metrix, Dec. 2008

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