



NEWS RELEASE

For immediate release

Olive Mobile Breaks New Ground with Mobile Campaign for Infiniti Canada

Olive Media partners with OMD to launch pioneering rich media mobile campaign for luxury auto shoppers

Toronto, ON, August 12, 2011 - Today, [Olive Mobile](#), one of Canada's leading mobile ad networks, and [Celtra](#), a leader in cross-platform mobile rich media, announced the creation of the first of its kind rich media mobile campaign for Infiniti M® Hybrid. The campaign centres around a highly innovative ad unit for iPhone® which uses the phone's accelerometer, the sensor that detects motion. The ad unit drives user engagement on the Infiniti M® Hybrid's key feature - uncompromising power and efficiency.

Users viewing the ad are first prompted to tilt their phone to find the right balance between performance and efficiency in a hybrid car. After this initial user engagement, the Infiniti M® Hybrid drives onto the user's screen, showcasing its unique balance of performance and efficiency. Users are then encouraged to use a human touch to explore more of these features.

"The Infiniti M® Hybrid mobile campaign leverages the unique benefits of the mobile medium," explains Deborah Hall, Head of Mobile at Olive Media & founder of web2mobile. "At Olive, we are consistently pushing the envelope with targeting possibilities and tying in the unique features of the mobile device itself. It's such an exciting medium, because it gives us the opportunity to develop unique, end to end innovative campaigns for our clients."

"Mobile rich media is the perfect advertising medium for luxury auto brands who are looking to target the posh smartphone demographic," states Mihael Mikek, Chief Executive Officer, Celtra, Inc. "The combined power of Celtra's pioneering ad formats, extensive reach and metrics provide meaningful ROI for auto brands looking to drive affinity with auto shoppers who are highly tuned into their mobile devices."

"We wanted to emphasize the Infiniti M® Hybrid's dual value proposition of hybrid fuel efficiency and uncompromising power and performance," says Tom Fotheringham, Group Digital Director, OMD. "We love that this unique execution focuses consumer attention on these key attributes in such an engaging way. As with all digital media executions, the measurability of consumer interaction offers ongoing learnings for our client and will help us refine future mobile campaigns."

This exclusively mobile campaign runs across Olive Mobile's portfolio of sites from August 11 until September 4 2011.

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 16.7 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 International content channels, including NYTimes.com, thestar.com, Cyberpresse.com, auFeminin.com, Allrecipes.com and People.com.

Olive Mobile, Olive's full service mobile offering, features high performance mobile solutions and one of the largest premium content advertising networks in Canada. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc., a subsidiary of Power Corporation of Canada.

About Celtra

[Celtra Inc](http://www.celtra.com) provides an end-to-end self-service platform that empowers agencies, ad networks and publishers to quickly create, distribute and measure rich media mobile display advertising. The company's industry leading AdCreator platform offers great flexibility for creative campaign execution, best-in-class ad formats and extensive metrics to track and optimize campaigns. Celtra's mobile ads are designed to maximize reach because they can run in-app and on the mobile web on any HTML5 enabled mobile handset or tablet device and are certified to run across top mobile ad networks, thousands of premium publishers and DSPs. Brands like Volvo, Adidas, Sprint, Starwood Hotels and Resorts, Wrigley, Starbucks and Kmart have utilized Celtra's ads. For more information, follow us at www.celtra.com or on Twitter @CeltraMobile.

iPhone is a trademark of Apple Inc, registered in the US and other countries. All other trademarks, brand names or product names belong to their respective holders.

* comScore Media Metrix (April 2011)

-30-

Media Contact

Martine English

Olive Media

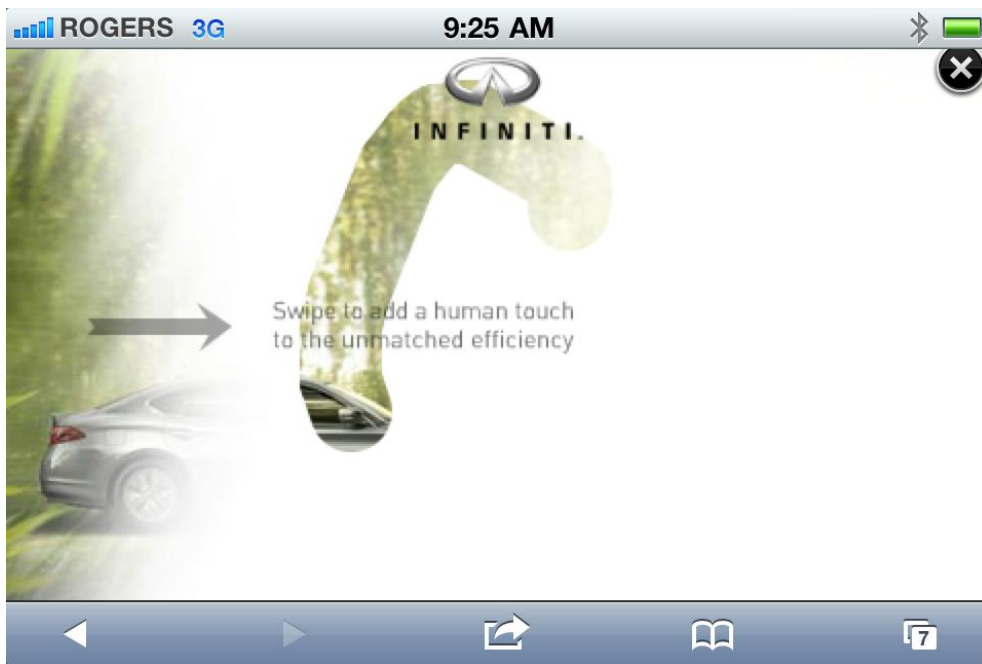
416-775-8135

menglish@olivemedia.ca

PHOTOS CAPTION



Users are invited to tilt their phone left and right to find the balance between performance and efficiency.



Users are prompted to add a human touch to explore the Infiniti M® Hybrid's features.

Media Contact

Martine English

Olive Media

416-775-8135

menglish@olivemedia.ca