



## **Olive Canada Network Sweetens the Pot, adds PopSugar.com and entire Sugar Network to growing premium network of sites**

**TORONTO, December 3<sup>rd</sup>, 2007** - Olive Canada Network ([www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)) continues its tremendous growth with the addition of the Sugar Network, including PopSugar.com, to its current roster of premium sites. With more than 5.5 million unique visitors each month, the Sugar Network and its affiliated web sites reach a highly sought after demographic of women aged 18 to 44. The partnership marks the latest coup for Olive Canada Network, one of Canada's largest and fastest growing online advertising networks.

"The Sugar Network's formula of combining sharp lifestyle and entertainment editorial with user-generated content speaks to young, modern, working women, a key demographic for advertisers," said Simon Jennings, General Manager of the Olive Canada Network. "With the growing popularity of such sites, the Sugar Network's 13 sites will be a welcome addition to the Olive Canada Network family and one that will greatly benefit advertisers looking to reach this important audience."

"The Sugar Network family of sites offers us access to the highly desirable young, hip, female consumer target who is engaged in celebrities, fashion, beauty and entertainment," said Lee Smith, Director Digital, OMD Canada. "It's a great complement to Olive Canada Network's existing roster of premium sites."

The Sugar Network was established in April 2006. Its 13 web sites together receive 44 million page views each month, a number that has tripled since June of 2006. Sites like FabSugar.com, FitSugar.com, BuzzSugar.com and BellaSugar.com, to name a few, feature pages dedicated to entertainment, shopping, lifestyle and health and contain resources for women in all stages of life, from young singles to new mothers.

### **About Olive Canada Network – [www.olivecanadanetwork.com](http://www.olivecanadanetwork.com)**

Olive Canada Network is one of Canada's leading online advertising networks and has the ability to reach over 13 million unique Canadian visitors monthly\* on its network of top-tier sites. Olive Canada Network 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, NBCSports.com, toronto.com, cyberpresse.ca and tetesaclaques.tv.

Olive Brand Response, an Olive Canada Network product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites.

Olive Canada Network is a partnership between Torstar Digital, a division of Metroland Media Group Ltd. and Gesca Digital, a division of Gesca Ltd.

\*Source: ComScore Media Matrix – Oct 2007

### **About Sugar Inc. – [www.sugarinc.com](http://www.sugarinc.com)**

Sugar Inc. is an online media network focused on creating the richest, most relevant online community for trendsetting, passionate and smart women. The company owns and operates

ShopStyle, Coutorture Media and the Sugar Network, which includes the insanely addictive flagship website, PopSugar as well as BellaSugar, BuzzSugar, YumSugar, FitSugar, GeekSugar, GiggleSugar, LilSugar, CasaSugar, PetSugar, DearSugar, TeamSugar and FabSugar, the 2007 People's Choice Webby winner for Fashion. Founded in April 2006, the San Francisco based Sugar Inc. overall receives over 5.5 million unique visitors a month. World-class investors including Sequoia Capital and NBC Universal fund Sugar Inc.