



Sweetspot.ca expands, hires Director of Marketing

Toronto, April 15, 2009 – Sweetspot.ca, Canada's online lifestyle guide for women, continues to be a truly sweet spot in these tough economic times. In the company's first quarter alone, it launched sweethome.ca, surpassed initial sales targets, and hired Heather Clark as the new Director of Marketing.

"We are thrilled to have Heather join us in this new position, as her unparalleled energy and talent has truly inspired our team," says Joanna Track, publisher and founder of Sweetspot.ca. "Her role was created to bring a more strategic approach to marketing the Sweetspot brand, and we have already begun to see impressive results."

The Sweetest Giveaway Yet is an example of Heather's innovative, high-level approach. She conceptualized and began a five-week campaign, which celebrates the launch of sweethome.ca by giving away 500 free (and fabulous) mystery gifts. While it runs until May 5, 2009, over 25,000 unique users registered in the first half of the campaign.

Heather brings with her years of experience in brand strategy, segment marketing and mass media advertising. She worked as the Creative Strategy Director at henderson bas, where she oversaw the strategic direction for clients such as Coca-Cola Ltd., ING Direct, Molson Coors Brewing Company and Nintendo of Canada. She also held a variety of communication roles in the marketing department at FedEx, including being responsible for the brand strategy and mass media communications, as well as direct and online.

"I look forward to working on many more unique campaigns to promote Sweetspot.ca's message," says Heather. "I'm very excited to be part of the Sweetspot team, and look forward to working on many more unique campaigns. We're very proud of our recent successes, but the best is yet to come."

About Sweetspot.ca:

Sweetspot.ca is Canada's first online trend-spotting guide of its kind. The publication includes a daily e-newsletter and an original content website featuring the latest in fashion, food, beauty, travel and more. The company ranked 20th in the *Profit Hot 50* list of Canada's Emerging Growth Companies in 2008.

Sweetspot.ca hosts two more sweet properties: **Sweetmama.ca** (launched in 2006) is a website and newsletter targeting mothers and moms-to-be, while the recently launched **Sweethome.ca** provides the latest in Canadian design, decor and entertaining ideas.

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