



## Sweetspot.ca to Celebrate the Launch of Sweethome.ca with 500 Free Gifts

**Toronto, April 7, 2009** – Last month, Sweetspot.ca launched a sweet new ‘property’ for home enthusiasts. In just one month, Sweethome.ca has attracted 15,000 subscribers, 30,000 unique visitors and nearly 100,000 pages views.

To celebrate this exciting launch, Sweetspot.ca will be giving away 500 free (and fabulous!) gifts.

The campaign is called the Sweetest Giveaway Yet, and here’s how it works. For the next five weeks, people can register at [sweetspot.ca/giveaway](http://sweetspot.ca/giveaway). On the morning of May 5, registered users will receive an email that reveals the secret gift, and the first 500 people to respond to that email will score a sweet gift.

Until then, the gift will remain under wraps. No one knows what sweet gift awaits (not even Sweetspot employees!), and the company will only offer a single clue: “It’s better than socks from nana (sorry, nana!), but not as cute as a pony (*nothing’s* cuter than a pony).”

“The Sweetest Giveaway Yet will allow us to connect with readers through pull strategy email communications. We have no doubt that users will literally be sitting at their computer, waiting to read the gift reveal email on May 5. That is quite a bit different from a typical email push!” says Heather Clark, Director of Marketing at Sweetspot.ca. “It’s an innovative campaign, and our team has worked hard to match it with an equally unique and effective marketing plan.”

The giveaway will be promoted through various communication channels, including online advertising, radio, email, ENDO kiosks, and grassroots initiatives such as blogger and employee contests. And, on April 15, Torontonians will wake up to another sweet surprise after the Sweetspot team reveals a secret Guerrilla Marketing stunt.

### 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 20<sup>th</sup> 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.

### For more information, please contact:

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