

To Buy, or Not to Buy? “What’s a Wear Worth” is the Question

Sweetspot.ca and BMO InvestorLine launch the first ever Cost-Per-Wear widget

Toronto, August 11, 2009 - Sweetspot.ca, Canada’s online lifestyle guide for women, has partnered with BMO InvestorLine to help Canadians make every purchase count.

Together, the two companies have launched a Cost-Per-Wear calculator on sweetspot.ca, and for BlackBerry devices. The application was created to help Sweetspotters answer an important pre-purchase question: What’s a Wear Worth?

Users can find their favourite clothing item or accessory, and use the application to figure out whether a potential purchase is worth the investment. They simply enter how much the item costs, and how many times they expect to wear it (on a weekly, monthly or yearly basis).

The application is available for use on sweetspot.ca and BlackBerry devices - so consumers can also enjoy on-the-go access to this fun and practical tool. They can download the application from a BlackBerry at sweetspot.ca/cpw.

“We’re thrilled to work with BMO InvestorLine to launch this exciting new application,” says Jennifer Price, Director of Sales. “We know that - in 2009 especially - every dollar counts, and this sophisticated tool will help our readers plan their purchases, and make only the smartest and sweetest investments.”

BMO InvestorLine is dedicated to providing user-friendly online investing tools for Canadians. The Cost-Per-Wear calculator is another innovative solution to help increase awareness and educate women about the benefits of online investing.

“In fact, BMO InvestorLine has seen a 113% increase in female investors in the past five years as more women are turning to online trading as an investment alternative,” said Al Gregoire, BMO InvestorLine. “In light of this, BMO InvestorLine has responded to this changing landscape by offering more investment seminars, and tools such as the ‘cost-per-wear’ calculator which are specifically geared to female investors.”

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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