



Sweetspot.ca has a NEW main squeeze: DailySqueeze.ca *Fresh site and newsletter offers fitness, food, wellness & expert advice*

TORONTO – October 25, 2010 – Sweetspot.ca is proud to announce the arrival of its fit and healthy sister-site, DailySqueeze.ca.

DailySqueeze.ca will be Canada's one-stop destination for the latest workouts, super-foods, eco-chic products, recipes, fitness gear and more. The new publication has been brought to life by Joanna Track, founder of Sweetspot.ca in partnership with Rogers Digital Media.

"During the past few years, health and fitness has become an increasingly important part of my life," says Track. "When I searched for a resource dedicated to a holistic approach to health, fitness and wellness that offered workouts, recipes and advice there was nothing comprehensive in the Canadian marketplace – so we created it!"

"We've brought Canada a taste of the sweet life, and now we're sharing a slice of the healthy life, too."

DailySqueeze.ca will be an interactive, content-rich and constantly evolving resource – complete with expert advice from fitness trainer Larry Track, holistic nutritionist Meghan Telpner, naturopath Dr. Odessa Gill, professional chef Elisa Gross, yogi Asia Nelson and green-living expert Lisa Borden.

To celebrate the launch, DailySqueeze.ca is giving users a chance to win a Trip for 2 to the Island of Oahu (visit dailysqueeze.ca/aloha).

Users can also sign up for a free "squeeze-scoop" weekly newsletter, covering national and Toronto-specific content (with more cities to come in 2011). Plus, DailySqueeze.ca will offer daily updated web news, articles and blogs – making it the top destination for healthy, hip women.

With DailySqueeze.ca, Canadian women can enjoy one site that fits all.

About Sweetspot.ca:

Sweetspot.ca, a subsidiary of Rogers Publishing, is Canada's first online trend-spotting guide of its kind. The publication includes a newsletter and an original content website featuring the best in fashion, food, travel, décor, motherhood and more. The company ranked 20th in the *Profit Hot 50* list of Canada's Emerging Growth Companies in 2008, and was also named to the 2010 Progressive Employers of Canada List.

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