



Sweetspot.ca partners with Huggies® to promote interactive loyalty program

Toronto, May 12, 2009 – Sweetmama.ca, a division of Sweetspot.ca Inc., has partnered with Huggies® to provide moms with an online environment that is fun, fresh and of course, fabulous.

Sweetspot.ca is the only company in Canada to host Huggies Enjoy the Ride Rewards Program on its site. The unique program invites readers to interact with the Huggies brand at Sweetmama.ca for the chance to win great prizes.

“We are excited to be in partnership with Huggies, and to bring new incentives to our ‘sweet mamas,’ who can take part in activities they already enjoy in the Sweetmama environment,” says Jennifer Price, Director of Sales at Sweetspot.ca. “At the same time, we can help Huggies meet their objectives by offering a new way for their target audience to interact with their brand in a sticky and meaningful way.”

The program, which runs until June 28 (with the option to extend), expects to attract 20,000 Canadian moms. While in this unique environment, participants can send e-cards, answer polls and share tips to collect codes. These codes can be redeemed at EnjoyTheRideRewards.com for the chance to win great prizes – through sweepstakes and instant win games – or make charitable donations.

“We’re very excited about the partnership with Sweetspot.ca. We have carefully selected partners to help us launch our new rewards program and the team at Sweetmama has done a fantastic job integrating point-earning opportunities into their site,” says Tim Abate, Senior Brand Manager at Huggies® diapers.

While this level of seamless integration is a first for Sweetspot.ca, the brand continues to provide innovative and unique solutions to its sponsors, and new, edgy activities to its readers.

Now, go on. Enjoy the ride today at sweetmama.ca/huggies.

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.

For more information, please contact:

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