



Sweetspot.ca receives 35,000 entries in Sweetest Giveaway Yet

Toronto, May 8, 2009 – Sweetspot.ca is thrilled to announce the success of its sweetest campaign yet.

The Sweetest Giveaway Yet celebrated the launch of Sweethome.ca by giving away 500 free and fabulous mystery gifts.

On May 5, registered users received an email revealing the secret gifts, which were then awarded to the first 500 people to submit their email. In a mere 14 seconds, all 500 gifts were claimed. Within one minute, 2,500 people entered. And overall, the campaign included more than 35,000 registrants.

Sweetspot.ca entered unique partnerships to bring its readers two fabulous gifts: a one-year subscription to *Best Health* (a new magazine from Reader's Digest) and a Barista Coffee Press from Kitchen Stuff Plus.

In five weeks, the Sweetest Giveaway Yet worked to surpass the 2009 subscriber goals for sweethome.ca. The website and newsletter, which launched on March 2 this year, acquired more than 20,000 subscribers through this promotion alone.

“The Sweetest Giveaway Yet allowed us to connect with readers through pull strategy email communications,” says Heather Clark, Director of Marketing at Sweetspot.ca. “Users were literally sitting at their computer, waiting to read the gift reveal email on May 5 – which had an 80% open rate, and a 50% click through rate.”

The giveaway was promoted through various communication channels, including online advertising, radio, email, ENDO kiosks, grassroots initiatives such as blogger and employee contests, as well as a Guerrilla Marketing stunt that involved flooding Toronto with hundreds of pillows.

The campaign's success ensures that next year's Sweetest Giveaway Yet will be even sweeter.

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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