



Sweetspot.ca partners with top retailers to offer exclusive daily deals

Toronto, October 15, 2009 – Last month, sweetspot.ca revamped its website to sweeten the user experience. To keep things fresh and fabulous, the company is launching the first of three key fall campaigns.

Daily *Dealight* is a new feature offering the best deals and freebies from top retailers – at up to 50% off. Every day, an exclusive new offer can be enjoyed at sweetspot.ca/dealight.

“We’ve partnered with big-name retailers – including Cake Beauty, m0851 and Benefit Cosmetics – to line up exclusives savings for our readers,” says Heather Clark, Director of Marketing. “They can enjoy special deals on must-have beauty products, designer clothing and accessories, gorgeous gifts for friends and family, and much more.”

Monday through Friday, users can access an exclusive 24-hour sale. On the weekend – to hold people over – there will be a special 48-hour offer. They simply need to check back daily to see the latest can’t-miss deal, and to pick up their discount code.

Daily *Dealight* launched yesterday, and offered 50% off the entire Cake Beauty website. It resulted in 2500 readers visiting the site to check out the deal.

“It has been a total delight to work with sweetspot.ca on their inaugural Daily *Dealight*,” says Allison Daisley, PR and Marketing Manager for Cake Beauty. “The Daily *Dealight*’ drove over 2000 unique visitors to our site in one day and resulted in a 900% increase in sales for that day, at a redemption rate of over 10%. What a success!”

As for today’s *dealight*? Simply drop by sweetspot.ca/dealight and see for yourself.

About Sweetspot.ca:

Sweetspot.ca is Canada’s first online trend-spotting guide of its kind. The publication includes an e-newsletter and an original content website featuring the best in fashion, food, travel, decor, motherhood and more. The company ranked 20th in the *Profit Hot 50* list of Canada’s Emerging Growth Companies in 2008.

Sweetspot.ca consists of four main sections offering specialized content. Visit **SweetLife** for fashion, beauty, food and fun; **SweetHome** for the best in design, decor and entertaining ideas; **SweetMama** for advice on how to raise kids fabulous; and **MySweetBaby** for the best tips to take you from maternity to motherhood.

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