

Sweetspot.ca's Pink Payout guarantees you'll get lucky
New instant-win game pays out hundreds of luxury items

Toronto, October 20, 2009 – This week celebrates the launch of Sweetspot.ca's Pink Payout, a new instant-win game where *everyone* hits the jackpot. The spin-to-win style game – hosted at sweetspot.ca/pinkpayout – will pay out hundreds of designer delights over the next five weeks.

Sweetspot.ca partnered with Beyond the Rack to line up a long list of luxury items, which includes accessories from Prada, Fendi, Marc by Marc Jacobs, Armani and more. Users will also have the chance to score gifts cards, so that they can have free reign while shopping at Beyond the Rack.

“The campaign was designed to increase pageviews on our site, as well as introduce users to our recently launched commenting capabilities. We want to encourage our users to talk to each other, and to voice opinions about all of the sweet stuff we write about,” says Heather Clark, Director of Marketing. “We're thrilled with the results: In the first day of the campaign alone, our daily pageviews increased by 370% and our daily comments went up by over 6200%. That's a pretty impressive start to a fantastic (and fun!) campaign.”

People can play Sweetspot.ca's Pink Payout every day for the next five weeks. Every player starts with one daily spin, and they can collect up to four more spins per day by posting comments on sweetspot.ca.

The campaign will be promoted through online advertising, email newsletter, social networking sites and an employee contest. Sweetspot.ca's Pink Payout is the second of three campaigns followed the site's redesign last month.

For your chance to play – and inevitably get lucky – visit sweetspot.ca/pinkpayout.

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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