



SweetSpot.ca and Beyond the Rack make shopping even sweeter

Sweet Insiders are at the front of the line, every time, with advance preview & purchase

Toronto, October 22, 2009 – Today at 10:30 a.m. EST, sweetspot.ca readers will be in for a special shopping event.

The company has partnered with Beyond the Rack, a website offering designer brands at exclusive prices, to offer readers a special advance preview and purchase of luxury clothing and accessories.

Every Thursday, Sweet Insiders can shop this limited-time (and limited-quantity) sale 30 minutes before it opens to the general public. This ensures they can skip the lines, get their size, and never miss a thing on their must-have list.

“We wanted to treat our readers to a special shopping experience, and thought this was the perfect complement to the fashion tips and trends shared on SweetLife,” says Heather Clark, Director of Marketing. “Working with Beyond the Rack has been a delight, and we look forward to offering a new (and exclusive) opportunity every Thursday.”

Beyond the Rack features fabulous sales from top designers – including Prada, Armani, Fendi, Gucci and Marc by Marc Jacobs.

Today’s sale offers up to 65% off Ed Hardy watches.

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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