



Sweetspot.ca and RBC partnership makes SweetCents

New financial program gives readers access to expert tips, blogs & prizes

TORONTO – July 7, 2010 – Sweetspot.ca has partnered with RBC Royal Bank® to bring users a customized online program called [SweetCents](#).

SweetCents contains a wealth of information related to spending, saving and sharing “centsible” tips. SweetCents is featured on the [SweetLife](#) and [SweetMama](#) sections of sweetspot.ca, and offers content for both the modern woman and the modern family.

“We are thrilled to be working with RBC Royal Bank® to answer readers’ questions about everything from managing the day-to-day finances to paying down a mortgage,” said Jennifer Price, Director, Sales & Business Development at sweetspot.ca. “It’s a unique and meaningful way for RBC to provide valuable financial advice to our sweet and loyal audience. The valuable insights will aim to help our readers be as financially savvy as they are fashionable.”

Readers can enjoy blogs from financial experts Tom Drake and David Lester, a weekly Ask An Expert column, a collection of centsible tips and more.

To celebrate the launch of the program, readers can submit their own centsible tips for weekly chances to win one of eight \$100 RBC® Visa Gift Cards on [SweetLife](#) and [SweetMama](#).

“We’re pleased to partner with Sweetspot to help women and their families’ achieve their financial goals,” said Priscilla Yu, product manager, RBC Royal Bank. “While we understand that everyone’s situation is unique and personal, SweetCents will provide Canadians with information and tips to gain financial knowledge and independence.”

For financial information at your fingertips, visit sweetspot.ca/SweetLife/SweetCents

About Sweetspot.ca:

Sweetspot.ca, a subsidiary of Rogers Publishing, is Canada’s first online trend-spotting guide of its kind. The publication includes a newsletter and an original content website featuring the best in fashion, food, travel, décor, motherhood and more. The company ranked 20th in the *Profit Hot 50* list of Canada’s Emerging Growth Companies in 2008, and was also named to the 2010 Progressive Employers of Canada List.

Sweetspot.ca consists of four main sections offering specialized content. Visit **SweetLife** for fashion, beauty, food and fun; **SweetHome** for the best in design, décor 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.

For more information, please contact:

Jennifer Price
Director, Sales & Business Development
416.922.7772 x433

jennifer@sweetspot.ca