



## Sweetspot.ca sweetens site with new design and improved user experience

**Toronto, September 30, 2009** – [Sweetspot.ca](http://Sweetspot.ca), Canada's online lifestyle guide for women, has a brand new look. The site has been reorganized, redesigned and relaunched to sweeten the user experience.

Over the last five years, sweetspot.ca has grown to include the following sections: SweetMama, SweetHome and MySweetBaby. This redesign will keep the ever-growing family and content connected in a way that is easier to search, navigate and enjoy.

At the top of this new family tree is [sweetspot.ca](http://sweetspot.ca). It now serves as an overview page, and offers a preview of the day's top stories from all sections of the site. From here, users can branch out to enjoy more specialized content provided by SweetMama, SweetHome, MySweetBaby and the newly named SweetLife (formerly known as sweetspot).

The new site enhances the user experience through improved navigation, and by offering users even more special features. A new directory, called The Pink Pages, and heightened search capabilities will make looking for a new place to brunch, relax or shop even easier. A weather application lets users pair the forecast with fashion and lifestyle tips, while several fall campaigns will offer exclusive deals and opportunities to Sweet Insiders.

"We're looking forward to launching a number of exciting campaigns – including a special partnership with BeyondtheRack.com that provides readers with an exclusive VIP shopping preview and purchase," says Heather Clark, Director of Marketing. "Our readers can also expect an instant-win game with hundreds of designer prizes, plus a selection of daily deals and freebies from their favourite retailers – at up to 50% off."

It's all part of the company's ongoing commitment to sharing the sweetest things in Canada – see for yourself at [sweetspot.ca](http://sweetspot.ca).

### 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 20<sup>th</sup> 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.

### For more information, please contact:

Heather Clark  
Director of Marketing  
416.922.7772 x441  
[heather@sweetspot.ca](mailto:heather@sweetspot.ca)