



## **Sweetspot.ca to launch French site, sweetspotQC.ca** *New site will feature sweetest things in Montreal & Quebec City*

**MONTREAL – August 25, 2010** – Sweetspot.ca Inc. will soon be equally sweet *en Français*. On September 8, 2010, the company will launch [sweetspotQC.ca](http://sweetspotQC.ca), Quebec's Sweetest Lifestyle Guide.

[SweetspotQC.ca](http://SweetspotQC.ca) will develop the existing brand in the Quebec marketplace by focusing on the province's best in fashion, food, motherhood and fun. All content will be original, and produced by a talented team of writers and editors based in Quebec.

The site will consist of two sections: *Art de vivre* and *Maman*. They will mirror SweetLife and SweetMama (two sections currently found on sweetspot.ca), and will each deliver three weekly newsletters highlighting the latest products, shops, events and services.

Aquafresh will sponsor the launch through email and website media, as well as a customized content environment, complete with expert advice, speciality guides, downloadable content and product pages. "We are proud to align with sweetspotqc.ca," says Heather Loosemore, Director, Digital Solutions at Starcom MediaVenture Group, "as it is a core objective of the brand to integrate with original French Canadian content that appeals to this unique audience in a meaningful way."

More sponsorship opportunities will become available – from eBlasts and newsletter placements to integrated content and sponsored tools.

The launch of sweetspotQC.ca is highly anticipated. Readers and clients alike have been requesting a French complement to sweetspot.ca, which has grown exponentially since it's sweet start in June 2004.

To sign up for the upcoming newsletter, visit [sweetspotQC.ca](http://sweetspotQC.ca).

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

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