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Today's News

Website roundup

Canwest has redesigned its entertainment news website **Dose.ca**. The new site places an increased emphasis on photographs and videos. Other additions include a new Style section, integrated club and concert listings and social media tools. New features for advertisers include increased ad units, channel exclusivity, promotional microsites and other sponsorship activities. "There's lots of choice out there for consumers of pop culture," said Ray Philipose, vice-president of strategy and product development at Canwest Digital Media. "What makes Dose.ca a real standout is its irreverent yet trusted take on the entertainment scene delivered by top-notch journalists and editors." The redesign will be promoted with a campaign consisting of online, print, broadcast and outdoor advertising using the tagline, "Your entertainment fix."

Toronto-based retail chain **Sears Canada** has redesigned its website at Sears.ca. The modifications include a new visual style, additional functionality and new features intended to make the site more user-friendly. The site now offers new tools for searching and product comparison, integration with social media websites, a store locator, a wishlist function and a customer feedback area. "We are committed to delivering the best possible online shopping experience, and customers logging on today will see that we have greatly improved search capability, navigation, and product information, as well as the number of items offered for sale," said Dene Rogers, president and CEO of Sears Canada. "As we head into the busiest shopping time frame of the year, our updated site will be a win for our customers who are looking for convenience, speed and reliability."

MORE INFO: [Canwest](#) [Dose.ca](#) [Sears Canada](#)

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