



## **Canwest and ShopLocal Partnership – a Great Deal for Canadians**

*Canwest, Canada's leading international media company teams with ShopLocal, the leader in multi-channel advertising to connect retailers and consumers.*

December 18, 2008 Toronto – Canwest today announced a partnership with Chicago based ShopLocal which will see Canwest as the exclusive supplier of ShopLocal products and services in Canada. Retailers including Canadian Tire, Mark's Work Wearhouse, Toys R Us and more utilize ShopLocal to drive in-store sales by converting their local print promotions into engaging and dynamic digital formats that connect with consumers online and in-store, saving time and money.

"The most exciting element of this partnership is that it delivers great benefit to both retailers and consumers," said Derek Mah, General Manager Online Classifieds and Retail, Canwest Digital Media. "Canwest can now offer Canadian advertisers this exceptionally effective tool to get local deals to local markets through multi-channel distribution. And it's a great way for consumers to research and discover weekly and daily specials from the stores in their neighbourhoods".

The ShopLocal Canadian site will bring together content from SmartCirculars (online flyers) as well as from display ads placed in Canwest newspapers across the country. All of this content will be searchable by shoppers on [canada.com](http://canada.com) and Canwest newspaper websites as well as on sites such as Facebook, Myspace, Lycos, Local.com and more through Canwest's partnership with Oodle.

"We are delighted to be working with Canwest to connect Canadian advertisers and consumers both online and in-store," said Vikram Sharma, CEO ShopLocal. "For retailers the Internet is a timely, far-reaching and cost-effective way to present offers to consumers who appreciate the convenience and cost savings of a more informed shopping trip."

To access ShopLocal in Canada visit:

[VancouverSun.com/shoplocal](http://VancouverSun.com/shoplocal)

[VancouverProvince.com/shoplocal](http://VancouverProvince.com/shoplocal)

[TimesColonist.com/shoplocal](http://TimesColonist.com/shoplocal)

[CalgaryHerald.com/shoplocal](http://CalgaryHerald.com/shoplocal)

[EdmontonJournal.com/shoplocal](http://EdmontonJournal.com/shoplocal)

[LeaderPost.com/shoplocal](http://LeaderPost.com/shoplocal)

[TheStarPhoenix.com/shoplocal](http://TheStarPhoenix.com/shoplocal)

[MontrealGazette.com/shoplocal](http://MontrealGazette.com/shoplocal)

[OttawaCitizen.com/shoplocal](http://OttawaCitizen.com/shoplocal)

[WindsorStar.com/shoplocal](http://WindsorStar.com/shoplocal)

[Canada.shoplocal.com](http://Canada.shoplocal.com)

### **About Canwest Global Communications Corp.**

Canwest Global Communications Corp. ([www.canwest.com](http://www.canwest.com)), (TSX: CGS and CGS.A.) an international media company, is Canada's largest media company. In addition to owning the

Global Television Network, Canwest is Canada's largest publisher of paid English language daily newspapers and owns, operates and/or holds substantial interests in conventional television, out-of-home advertising, specialty cable channels, web sites and radio stations and networks in Canada, New Zealand, Australia, Turkey, Indonesia, Singapore, the United Kingdom and the United States.

**About ShopLocal**

ShopLocal, the leader in multi-channel shopping and advertising services, offers a complete suite of innovative solutions that connect advertisers and consumers - online and in-store. ShopLocal's industry-leading SmartProduct business solutions (SmartCircular, SmartMedia, SmartDelivery and SmartCatalog) enable more than one hundred of the nation's top retailers, including Target, Best Buy, Home Depot, CVS, Albertsons and Sears, to deliver highly interactive, targeted and localized promotions to shoppers via the Internet, mobile phones and any other digital environment. With [www.ShopLocal.com](http://www.ShopLocal.com), the Company's consumer site, users can find millions of products and up-to-date weekly sales, deals, and coupons for consumer electronics, apparel, home and garden, groceries and more. For more information about ShopLocal, visit <http://www.aboutshoplocal.com>

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For more information or to arrange an interview, please contact:

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