

Dose.ca now more entertaining than ever!

Site redesign builds on strength with highly sought-after demographic

November 24, 2009 (TORONTO) – Canada’s online entertainment site, Dose.ca has launched a redesigned site that gives visitors more of what they want and advertisers new and unique ways to talk to young, hip urbanites. Dose.ca is a credible pop culture site with an independent voice and boasts the most up-to-date coverage on today's top entertainment newsmakers.

“There’s lots of choice out there for consumers of pop culture,” says Ray Philipose, vice president of strategy and product development for 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 new site brings its unique spin on entertainment that loyal users have come to love and adds new features to improve their experience including:

Photos and Videos: We’re giving our audience more of what they want: huge photos, embedded video players throughout the site, and an extensive video library.

Style: Attention scenesters: from the latest celebrity tastemakers to the coolest iPhone apps, Dose.ca’s new Style section has up-to-date coverage on what’s hot – and what’s about to be even hotter.

Facebook Fun Box: View profile pics of Dose.ca’s fans and become a fan yourself with our Facebook Fun Box, which appears on the right rail of all article pages.

Clubdose Integration: Search the latest club and concert listings in your town from our homepage.

The Dose.ca network offers advertisers access to an engaged and growing audience of young and connected Canadians whose lives revolve around the entertainment scene and boasts more visitors* in the 18-34 demo than perezhilton.com, muchmusic.com, tmz.com and mtv.ca.

The redesigned site provides marketers with unique opportunities to reach this targeted demo including increased ad units, channel takeovers, dedicated microsites – as with the current Twilight promotion www.dose.ca/twilight.

The new Dose.ca features a graphic-enhanced background that will be changed frequently, giving the site an instant makeover and allowing for unique sponsorship opportunities and background takeovers.

The launch of the new Dose.ca site will be supported with a marketing campaign and a new tagline that embraces what Dose.ca is all about: **Your entertainment fix**. The marketing campaign includes online, print and broadcast as well as a guerrilla-style outdoor campaign in key 18-34 markets across the country.

Advertisers can find more information at:
http://www.dose.ca/docs/DOSECA_MEDIKIT.pdf.

* Source: comScore, Inc., Total Canada, All Locations, September 2009 vs. September 2008 Adults 18-34

About Dose.ca

Dose.ca is a young, credible, passionate pop culture site that represents an independent voice and boasts the most up to date coverage on today's top entertainment newsmakers.

Part of the Canwest's network of websites, Dose.ca offers visitors a fully interactive experience through video, blogs and the coolest contests. Each day, Dose.ca brings Canadians the best in daily entertainment news, club and concert listings, and exclusive interviews with some of the hottest stars around. As Canwest's online entertainment channel, Dose.ca wears many hats.

About Canwest Global Communications Corp.

Canwest Global Communications Corp. (www.canwest.com) is Canada's largest media company. In addition to owning the Global Television Network, operating 18 industry-leading specialty channels and having ownership in 5 specialty channels, Canwest is Canada's largest publisher of English language paid daily newspapers and owns and operates more than 80 online properties.

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For more information

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