



FPinfomart.ca adds radio to media intelligence portfolio
Canada's most comprehensive media monitoring service now bigger, faster, stronger

July 14, 2009 (TORONTO) – FPinfomart.ca, the largest electronic resource of Canadian news and business information products today announced the addition of radio monitoring to complement its growing list of sources. FPinfomart.ca is a one stop resource for media monitoring, financial and corporate data –and offers a complete, online media monitoring product covering print, newswires, blogs, and broadcast in a single integrated platform.

The broadcast content offering is now complete with the addition of radio content. FPinfomart.ca, covers more than 4,600 sources from coast to coast and internationally, along with the authoritative company profiles for which the Financial Post DataGroup is renowned.

“Adding radio to our growing list of sources gives Canadian business even greater access to information,” says Warren Cable Vice President, E-Commerce, Canwest Digital Media. “In a time when corporate reputation is fluid and news is found from a vast array of sources it’s even more important to find an efficient and thorough solution to tracking corporate and competitive information. With FPinfomart.ca it’s now faster, more convenient and available all in one place.”

Radio monitoring complements the existing FPinfomart.ca portfolio resulting in a comprehensive broadcast monitoring with access to 77 Canadian television stations in near real time, unlimited summary notes from 30 of Canada’s largest radio stations, plus an additional 100 radio stations available for monitoring on an ad-hoc basis. Clients will also be able to order full transcripts or audio files from their radio summary notes.

Clients can keep up-to-date on the continuously-updating content most relevant to them by visiting the site throughout the day, by subscribing to the Alert service, or by using RSS feeds of custom searches. Clients set up their own searches for more precise results and can tailor and change keywords for instant results.

In June FPinfomart.ca upgraded its search engine to FAST Enterprise Search making archive searching at least 5-times faster. Users immediately noticed significant improvement to the speed of the FPinfomart.ca service after launch of this upgrade especially in Archives searching.

For more than 23 years, FPinfomart.ca has been an indispensable resource for information professionals, business communicators, knowledge workers, researchers – anyone who needs timely, reliable, in-depth news and business information. FPinfomart tools are available by subscription or on a pay-per-use basis. To check out an online demo visit <http://www.fpinfomart.ca/demo/>.

FPinformat.ca products, services and tools include:

Media Monitoring provides clients with convenient web-based access to full-text news, business sources and blogs including major Canadian and international dailies and newswires, regional community papers, TV and radio transcripts, and specialty trade journals and magazines and the ability to browse the latest newspapers and set up Personal Profiles to automatically monitor sources every day for specific keywords.

Media Analysis encompasses a suite of tools which helps analyze the tone of articles written on a particular topic, assess the size of the audience reading about that topic, and quantify the impact of the media coverage – allowing clients to research any companies, products, trends and issues relevant to their business needs.

Broadcast Monitoring allows clients to monitor Canadian television 24x7. FPinfomart.ca currently monitors 77 Canadian channels in both official languages now fully integrated with all of FPinfomart.ca profiles and alerts whether as text transcripts, video or audio files.

FPinfomart.ca Archives provide retroactive access to full-text sources, going back as far as two decades. Search options include simple keyword searching, a user-friendly Advanced Search, and for those familiar with advanced search logic, a flexible Expert Search interface.

FPinfomart.ca Mobile application is custom-built for mobile devices and allows users to search, retrieve, receive and forward content from the FPinfomart.ca database using a hand-held mobile device.

FP Advisor provides access to detailed information about Canadian public and private companies, company directors, archival financial information, special analytical tools, and a lead list generator.

Managed Profiles are the optimum solution for precise, targeted access to strategic news and business intelligence. Includes dependable, same-day delivery of Canadian and international news, combined with a sophisticated "human-engineered keyword filter" which ensures only relevant information is delivered.

Infomart Direct is a full "unfiltered" feed of selected Canadian news sources and is an ideal solution for companies scanning broad range of sources and topics daily, or for organizations preferring in-house data-filtering (using client's own staff) for reasons of security.

FPinfomart.ca is a division of Canwest Publishing Inc.

About Canwest Global Communications Corp.

Canwest Global Communications Corp. (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 and web sites in Canada, New Zealand, Australia, Turkey, Indonesia, Singapore, the United Kingdom and the United States.

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