



Stockhouse Publishing Selects Crucial Interactive as Advertising Representative Partner in Canada

Crucial Interactive to Augment Existing Digital Capabilities of Top Financial Site.

Vancouver, British Columbia and Toronto, Canada — April 21, 2010 — Stockhouse Publishing, Canada's largest financial social media community, today announced that it has selected Crucial Interactive Inc. as their digital advertising representative in Canada. Crucial will augment Stockhouse's existing sales team to deliver digital advertising solutions to its relevant brand partners.

Considered a top financial services site in Canada Stockhouse enjoys a unique position in terms of its ability to both support the needs of the brokerage community as well as that of the individual investor, connecting with millions of consumers who manage, review and share the latest financial information through a growing community network.

"We are excited for the opportunity to work with Stockhouse," said Damian Cristiani, CEO of Crucial Interactive. "The social connection amongst investors and the ongoing connection with Stockhouse make it an attractive business partner for brands. We look forward to leveraging our digital technology and skills and apply it to the benefit of brands and the consumers who are looking to connect with them."

The addition of Stockhouse as a partner will bolster Crucial Interactive's already impressive roster of publishing and technology offerings. As Canadians continue to consume more finance related content than their American counterparts the attractiveness of this audience to brands continues to grow and thrive.

"Stockhouse has perennially enjoyed long standing relationships with our community of individual investors, a group who are constantly looking for greater insights and capabilities," says Marcus New, CEO, Stockhouse Inc. "As our business evolves we were looking for a technology and media partner who shared our common goals and beliefs. We're confident we found that with Crucial and look forward to working with them."

About Stockhouse Publishing Ltd..

Stockhouse Publishing Ltd. is a leading financial media company focused on user generated content and collaborative technologies. Stockhouse.com is home to Bullboards message board - Canada's largest community of active investors. Recognized for its engaged audience, Stockhouse.com provides a sought-after demographic for advertisers.

About Crucial Interactive

Based in Toronto, Ontario, Crucial Interactive Inc is a digital media solutions company specializing in interactive marketing tools for Fortune 500 companies. Crucial Interactive offers exclusive representation of premium and niche websites across multiple verticals. Our turnkey media solutions go beyond the banner, offering interactive tools, bridge media technology such as SKUyou QR barcodes and premium email marketing solutions by SuccessByEmail.com.



For more information about Crucial Interactive visit www.crucialinteractive.com.

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