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FOR IMMEDIATE RELEASE

Crucial Interactive to deliver exclusive digital ad solutions to Canadians  
on **CasaGuru.com**, **eRenovate.com** and **SteveMaxwell.ca**.

Toronto, Canada – July 20, 2011 - [Crucial Interactive Inc.](#) today announced that the company would serve as the exclusive digital advertising representative in Canada for [eRenovate Inc](#) and its family of niche social websites that include [eRenovate.com](#), [CasaGuru.com](#) and [SteveMaxwell.ca](#). Crucial will be working closely with the site's Toronto-Based media team to deliver digital advertising solutions across the site including everything from product integrations and reviews to sponsored content, traditional display advertising and video pre-roll.

According to eRenovate's CEO, Tom Cordeiro, "This decisive move accelerates our strategy, and positions us to win by offering contextual, integrated advertising solutions to home industry brands looking to reach in-market homeowners and accredited pros. Along with Crucial's approach to presenting integrated advertising solutions," says Cordeiro, "the strategic benefits of combining two, complementary organizations expands our access to new market opportunities. This alliance advances our leadership position and helps us to shape the home vertical for years to come."

"Many ad networks have focused on display ads alone far too long. Its a race to offer the lowest CPM as I see it," he continues, "Our niche sites offer brands contextual presence. We look forward to working with a team like Crucial's that clearly understands the importance of contextual integration."

### **About eRenovate Inc**

Founded in 2004, eRenovate Inc is the producer of niche social websites that help homebuyers, sellers and owners to make smarter decisions about their homes. By pairing expert advice on home decor & design, renovation, landscaping, buying and selling with innovative web applications eRenovate is able to create more meaningful connections between like-minded homeowners, local professionals and relevant home industry brands. With tools like *Find a GURU* <<http://www.casaguru.com/find-a-guru>> , which matches homeowner needs to the skills and credentials of verified contractors, movers, real estate agents and 23 other types of licensed and insured professionals, eRenovate is the vanguard of online innovation for the home industry.



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## **About Crucial Interactive**

Crucial Interactive Inc is an innovative digital media solutions company specializing in interactive marketing tools for advertisers. Crucial Interactive offers exclusive representation of premium and niche websites across multiple verticals. Our turnkey media solutions also include SKUyou –a leading QR Barcode technology platform.

For more information about Crucial Interactive visit

[www.crucialinteractive.com](http://www.crucialinteractive.com).

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