

## Crucial Interactive Announces Two Top Yahoo Executives Joining Company

*Leading media solutions firm announces key appointments to support rapid growth.*

**Toronto, Canada — March 24, 2010** — Crucial Interactive Inc, a leading digital technology and media solutions company, today announces the appointments of Aileen Hernandez to the position of VP Sales and Strategy and Kerry Munro as a Strategic Advisor.

“Aileen and Kerry augment a talented team that has created a compelling suite of media solutions that are catching the attention of brands, and their customers,” said Damian Cristiani, CEO of Crucial Interactive. “These additions are a testament to both the strength of our strategy and its potential going forward.”

Hernandez joins Crucial from Yahoo Canada, where she was responsible for leading a team of sales professionals in delivering unparalleled advertising solutions for Canadian brands. Prior to her role at Yahoo she was VP Sales at Rydium where, during her five year tenure, she developed the sales department and achieved double digit year over year revenue growth. “I am extremely excited to be joining the Crucial team at this important phase of their growth,” said Hernandez. “They have developed a solid roster of publishing partners and have augmented it with the latest in media and mobile solutions that I believe will help brands better connect with consumers.”

Following his stint at Yahoo Canada, where he transformed the Canadian operations to become the best performing business worldwide and the largest digital media company in Canada, Munro has been involved several new ventures including, most recently, Digital Insights, where he provides strategic counsel to Fortune 500 brands and corporations who want to leverage digital and social media technology to create long standing profitable connections with consumers, outpace their competition and improve their business fundamentals and performance.

“I have been working with Damian and the team at Crucial for some time,” said Munro. “I continue to be impressed by not just their technical prowess but their ability to provide a unique level of support and performance to their advertising and publishing partners. I look forward to working with them to take their business to the next level, and beyond.”

### **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 include SKUyou – a leading QR Barcode technology and SuccessByEmail – a premium e-mail marketing solution.

For more information about Crucial Interactive visit [www.crucialinteractive.com](http://www.crucialinteractive.com).

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