

Crucial Interactive to Represent ESPN Digital Properties in Canada

Crucial Interactive to deliver digital ad solutions to Canadians across ESPN's digital properties internationally.

Toronto, Canada - March 31, 2010 - Crucial Interactive Inc. today announced that the company will serve as the exclusive digital advertising representative in Canada for ESPN's digital properties. Crucial will augment ESPN's global media and sponsorship sales teams to deliver digital advertising solutions across ESPN.com's Canadian audiences and its international set of digital properties - ESPNSoccernet.com, ESPNF1.com, ESPNCrinfo.com and ESPNScrum.com.

"We are excited for the opportunity to work with a global brand leader such as ESPN," said Damian Cristiani, CEO of Crucial Interactive. "They attract a desirable audience for our advertisers and are focused on working with us and our clients to create unique advertising solutions that will deliver great results."

Added Mike Fox, VP, International Sales Operations, Planning and Administration, ESPN, "Crucial has established relationships in the Canadian marketplace, which will increase our ability to connect with Canadian sports fans. Having knowledgeable representatives on the ground will also help us create more customized packages for Canadian clients, which is important to us."

ESPN's digital properties attract millions of users each month. The addition of ESPN enhances Crucial Interactive's portfolio of publishing and technology offerings, which allows Crucial to leverage its unique digital and mobile solutions to offer marketers a wide array of fully integrated solutions. ESPN's reach extends beyond general sports enthusiasts to include key demographics that are sought after by advertisers across many industries.

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.

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