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## **Future US Selects Crucial Interactive As Its Digital Advertising Representative Partner in Canada**

*Crucial to Accelerate Canadian Advertising Platform For Future's Online Gaming, Technology and Entertainment Brands*

**South San Francisco, Calif., and Toronto, Canada — May 11, 2010** — Future US, the special-interest media company, today announced that it has selected Crucial Interactive Inc., a digital media solutions company, as its digital advertising representative in Canada.

Crucial will become the exclusive Canadian digital sales representative to Future's key online properties, including ballhype.com, showhype.com, gamesradar.com, maximumpc.com and guitarworld.com. As a result of the partnership, Canadian companies looking to reach more than 27 million gaming, entertainment and technology consumers that visit Future's leading websites will now have new and compelling advertising options.

"We are excited for the opportunity to work with Future US and offer advertisers direct access to gaming, music and technology fans," said Damian Cristiani, CEO of Crucial Interactive. "The growth in these industries is incredible and we look forward to working with Future to deliver an unparalleled set of advertising solutions that connect the insatiable fan with top brands."

The addition of Future US as a partner extends Crucial's competitive offerings in the highly desired categories of technology, gaming and entertainment. Future's depth in key special interest categories combined with Crucial's unique advertising solutions creates a great opportunity for advertisers to stand out with this key influencer audience.

"With its innovative advertising approach tailored to the online user experience, Crucial Interactive promises to be a strong partner for us in Canada," said John Marcom, President, Future US. "We look forward to working with them to deliver unique campaigns for marketers that will undoubtedly grab the attention of the online audience."

### **About Future**

Future plc is an international special-interest media group that is listed on the London Stock Exchange (symbol FUTR). Founded in 1985 with one magazine, today we have operations in the UK, US and Australia creating over 180 special-interest publications, websites and events for people who are passionate about their interests. We hold strong multi-media market positions in games, technology, film, music, cycling, automotive and crafts. Our biggest-selling magazines include Total Film, T3, Classic Rock, Digital Camera, Guitar World, Revolver, Official Xbox Magazine, PlayStation: The Official Magazine, Nintendo Power, Maximum PC and MacLife. Our websites include gamesradar.com, bikeradar.com, techradar.com, musicradar.com, dailyradar.com and photoradar.com. Future produces nearly 4 million magazines each month; we attract more than 27 million unique visitors to our websites; and we host 27 annual live events that attract hundreds of thousands of enthusiasts. In addition, Future exports, syndicates or licenses its publications to 90 countries internationally, making us the UK's number one exporter and licensor of monthly magazines.

### **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



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

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