

## **Crucial Interactive to Represent HockeyBuzz.com Exclusively in Canada**

Crucial Interactive to deliver digital ad solutions to Canadians on [HockeyBuzz.com](http://HockeyBuzz.com), one of the most authoritative original content Hockey sites on the Internet today.

Toronto, Canada – April 19, 2011 - Crucial Interactive Inc. today announced that the company will serve as the exclusive digital advertising representative in Canada for HockeyBuzz.com. Crucial will be working closely with the site's US-Based media sales team to deliver digital advertising solutions across the site including everything from dominations, product integrations, sponsored content, traditional display advertising and video pre-roll.

"We are pleased to have the opportunity to work with a popular hockey-focused site like HockeyBuzz.com that has such a loyal following," said Petar Bozinovski, President of Crucial Interactive. "They attract a committed and loyal audience for our advertisers and are focused on working with us and our clients to create unique advertising solutions that drive great results."

Added Mark Wolfson, CMO, HockeyBuzz.com, "Crucial has strong relationships in the Canadian digital marketplace that are integral in our ability to reach Canadian hockey enthusiasts. The experience and capabilities of a team like Crucial's are advantageous in increasing site awareness and in creating compelling custom proposals and opportunities for our Canadian clients."

HockeyBuzz.com attracts over 50,000 users on a daily basis with over 20 million monthly page views. The addition of HockeyBuzz.com compliments Crucial Interactive's premium portfolio of sports, publishing and technology offerings. It further enables Crucial to offer its advertisers comprehensive and unique digital and mobile solutions within an increasing range of fully integrated options. HockeyBuzz.com'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 Crucial Performance Marketing– a proprietary search, social and display media based advertising platform.

For more information about Crucial Interactive visit

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

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