

SIX APART, GLOBAL LEADER IN CONVERSATIONAL MEDIA, APPOINTS BBS MEDIA AS EXCLUSIVE CANADIAN SALES FIRM!

TORONTO, CANADA – July 9, 2010 – BBS Media has been selected by *Six Apart* as their exclusive advertising sales representative in Canada!

Six Apart is Canada's fastest growing Conversational Media Network of lifestyle blogs and bloggers in Canada, reaching almost 12MM unique Canadians monthly according to Comscore.

"We're delighted to be selected to work exclusively with Six Apart in Canada. It's massive reach and thought leader position in digital media is a perfect addition to our portfolio of premium digital brands" says Brian Fields, Managing Partner, BBS Media.

"We're thrilled to be working together with BBS Media. Their experience in marketing innovative companies in Canada along with their coveted relationships with both agencies and clients alike made it an easy decision for us, states Chris Alden, Chairman & CEO, Six Apart Ltd."

Six Apart connects brands to the conversational web by providing access to a powerful media platform which reaches, engages and activates participation from influential bloggers and influencers, and their massive audience. Exclusive conversational targeting across the Six Apart network allows a brand to reach the most receptive audience based on real-time blog posts, expert credibility, and content relevancy.

"Leveraging the power of Six Apart allows our advertising partners the ability to create true social programs that are measurable, targeted, and completely based on dialogue between the influencer and their following" says Fields. "The concept of brand-specific messaging around relevant conversations to active participants engaged in the dialogue is quite unique and powerful" says Fields. "Six Apart can literally place a brand in and around the relevant dialogue...the actual conversation is now becoming the advertising message."

Targeted channels across the Six Apart network include: Home, Women's Lifestyle, Gaming, Healthy Living, Entertainment and Technology. Six Apart is currently measured in Comscore, and will be broken down by specific vertical later in July.

"Six Apart offers marketers a whole new approach to social media" says Ryan Fuss, Director of Sales of BBS Media. "From keyword and phrase targeting of traditional display ads and branded blog posts, to vertical blitzes and skinning across targeted channels, we can now fully harness the power and scope of the social universe and offer our clients access to the world's most influential bloggers, and most importantly, their audience."



For more information about Six Apart, or BBS Media, please call your dedicated Account Executive, or contact Ryan Fuss at 416-368-6800 x. 118 or by email at ryan.fuss@bbsmedia.ca.

About BBS Media

BBS Media is an honored partner of some of the world's most-prominent digital, mobile and print properties, offering advertisers the opportunity to showcase their brands across a variety of prominent media options, be it in Canada, the US or Internationally.

About Six Apart Media

Founded in 2007 by CNET co-founder Shelby Bonnie, Whiskey Media builds media brands for the Internet generation who expect their media experience to be socialized and relevant to them personally. Its vertically-focused, branded community sites -- Anime Vice, Giant Bomb, Comic Vine, Tested and Screened -- harness the power of the crowd to create content in a social environment. With the traditional publishing model in decline, Whiskey Media is a leader in the next generation of social publishing. The company is based in Sausalito, CA.

To find out more about BBS Media, please visit: www.bbsmedia.ca