

POSTMEDIA MOBILE NETWORK

CANADIANS LOVE THEIR MOBILE DEVICES

Smart phones will be the most vital communications device people will carry in 2011.

Within 5 years, more people will connect to the internet via mobile devices than by the desktop PC
71% of Canadian households have access to a wireless phone in 2010*

Smart phone penetration is expected to rise to 47% in 2013.

As of early 2011, 22% are able to access the internet from their smartphone/PDA, up 16% from 2 years ago**

Smartphone Penetration Worldwide, by Region and Country, 2009-2014 (% of total mobile handsets)

	2009	2010	2011	2012	2013	2014
North America						
US	32%	33%	37%	44%	51%	55%
Canada	30%	31%	34%	40%	47%	50%
Total	32%	33%	37%	44%	51%	54%

Source: Cisco Systems, "Cisco Visual Networking Index (VNI): Global Mobile Data Traffic Forecast Update, 2009-2014" with Informa Telecoms & Media, In-Stat and Gartner, February 9, 2010

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www.eMarketer.com

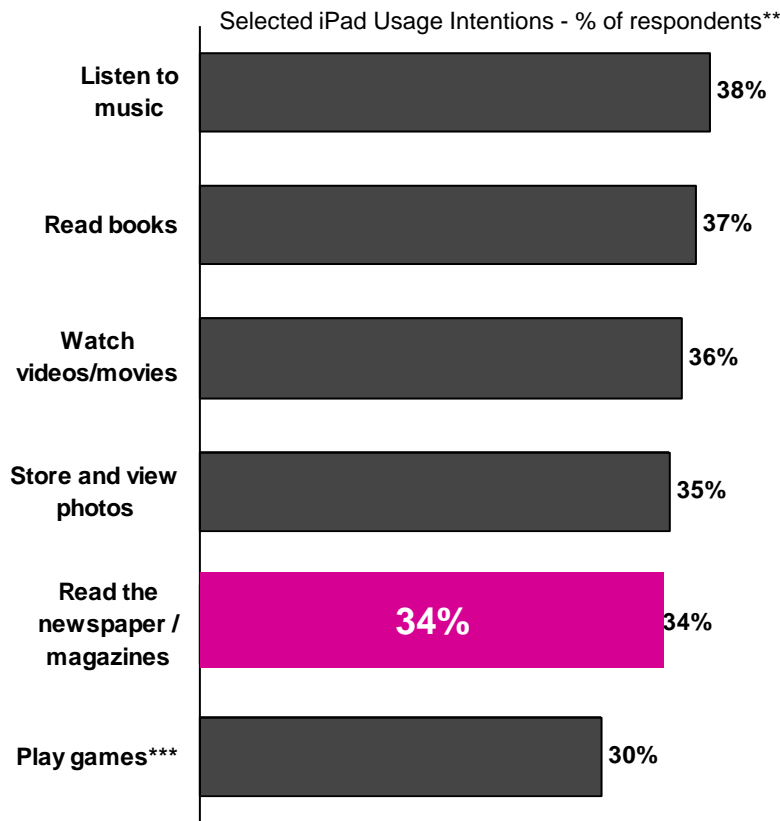


POSTMEDIA INTEGRATED ADVERTISING

MORE AND MORE ARE ENGAGING WITH TABLETS

iPad Poised to Become Most Quickly-Adopted Electronics Device Ever

One-third of Internet Users* intend to use tablets to read Newspapers online



POSTMEDIA INTEGRATED ADVERTISING

SO ADVERTISERS ARE FOLLOWING AUDIENCES

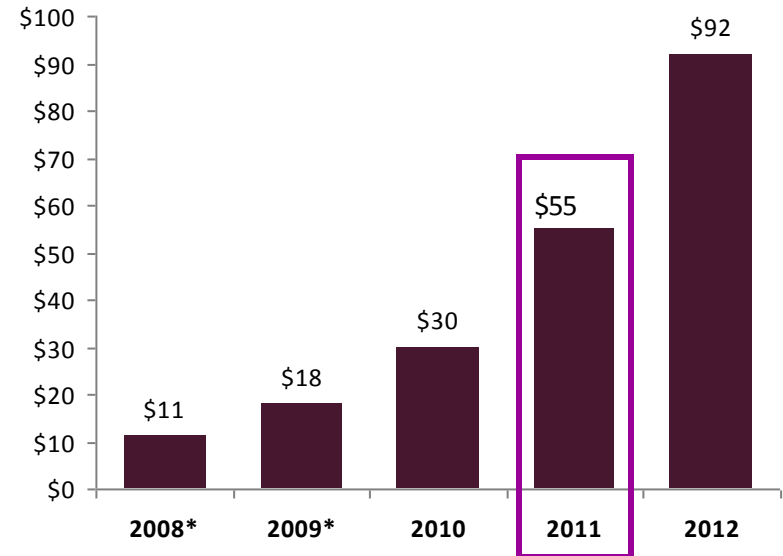
Mobile advertising spend is expected to increase to \$55M in 2011.

Zenith estimates mobile's share of Internet spend will grow to 3.6% in 2012

Net Advertising Revenue by Major Medium in Canada: 2007-08 Comparison				
Rank		2007 \$ Millions	2008 \$ Millions	% change
1	Television	\$3,299.0	\$3,391.0	3%
2	Daily Newspaper	\$2,572.0	\$2,503.0	-3%
3	Internet	\$1,241.0	\$1,602.0	29%
4	Radio	\$1,467.0	\$1,547.0	5%
5	Magazines	\$718.0	\$692.0	-4%
6	Out-of-home	\$422.0	\$463.0	10%
	Other Media (Catalogs, Yellow Pgs etc)	\$4,360.0	\$4,422.0	1%
	Mobile	\$2.7	\$11.9	347%
	Total - all media (plus Mobile)	\$14,081.7	\$14,631.9	3.9%

Source: TVB, IAB Canada (Online, Mobile)

Mobile Ad Spend Forecasts (\$ Millions)



CONNECT TO YOUR AUDIENCE ACROSS ANY PLATFORM



INTRODUCING THE POSTMEDIA MOBILE NETWORK

Postmedia Network is a leader in the mobile space:

7 Million page views (monthly average) across Postmedia Mobile sites* across 14 news and entertainment properties

4.5 Million iPad sessions** and 242,000 iPad downloads** across 12 Daily newspaper iPad applications, 11 Blackberry Playbook applications and a National Post iPhone application

\$2 million dollar investment in developing Metro iPhone and Android apps and new mobile products. More mobile products and apps launching soon!



POSTMEDIA INTEGRATED ADVERTISING

WE OWN THE RIGHT AUDIENCE

Executive. Affluent. Engaged.

72% of persons who accessed the internet through a wireless device (cellphone/PDA) read or visited a daily newspaper website in the past week

Postmedia brands (print/online) reach 35% of Adults 18+ who accessed the internet through their wireless devices

Postmedia brands who accessed the internet through their wireless devices are:

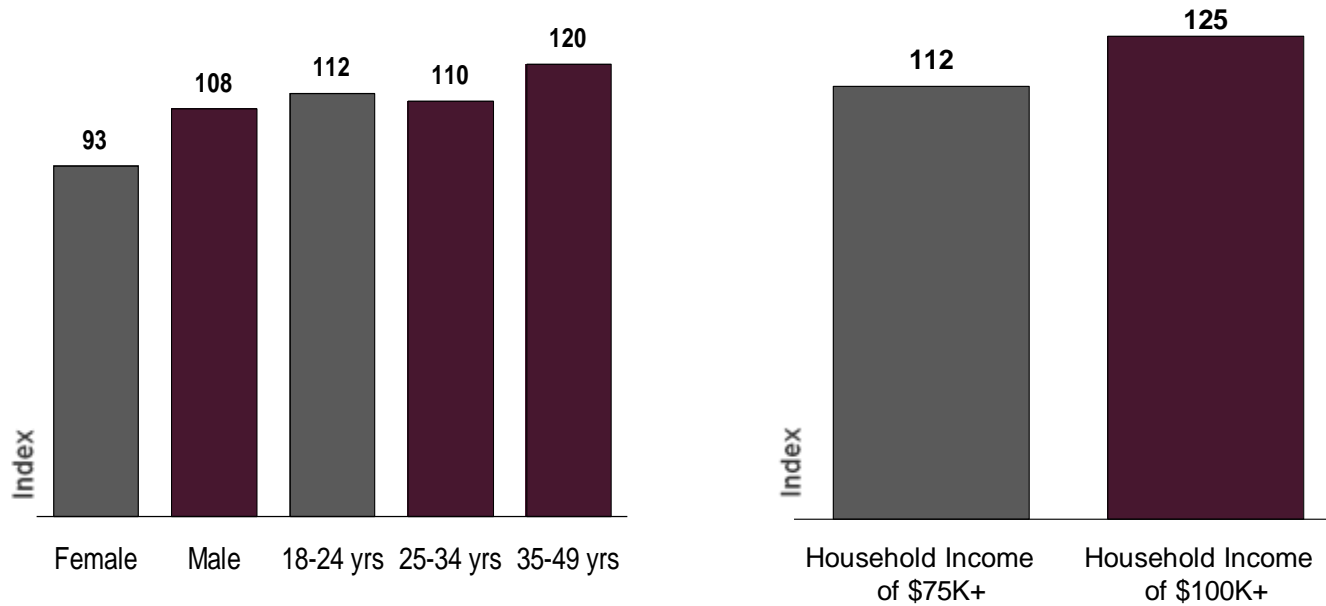
- ✓ 46% more likely to be in Sr. Management/Other Management/Professionals positions
- ✓ 37% more likely to Household income \$100,000
- ✓ Average Age = 40
- ✓ 28% more likely to be University Grads+
- ✓ 24% more likely to be Business Decision-makers
- ✓ 34% more likely to have final authority for business decisions



POSTMEDIA INTEGRATED ADVERTISING

OUR AUDIENCES ARE AFFLUENT, EARLY ADOPTERS.

Postmedia Network Mobile Users* Adults 25-49, HHI \$100K+



POSTMEDIA NETWORK MOBILE WEB SITES

Postmedia Network is a mobile web leader:

- 12 Daily newsmedia mobile web sites
- 80+ vertical mobile web sites
- 1M monthly visitors*
- 9M monthly page views*



NATIONAL POST

The Gazette

CALGARY HERALD

LEADER-POST

EDMONTON JOURNAL

THE VANCOUVER SUN

OTTAWA CITIZEN

TIMES COLONIST

FINANCIAL POST

THE WINDSOR STAR

The StarPhoenix

The Province

dose.ca
Your entertainment fix.

canada.com

driving.ca

Winnipeg Free Press

working.com

househunting.ca

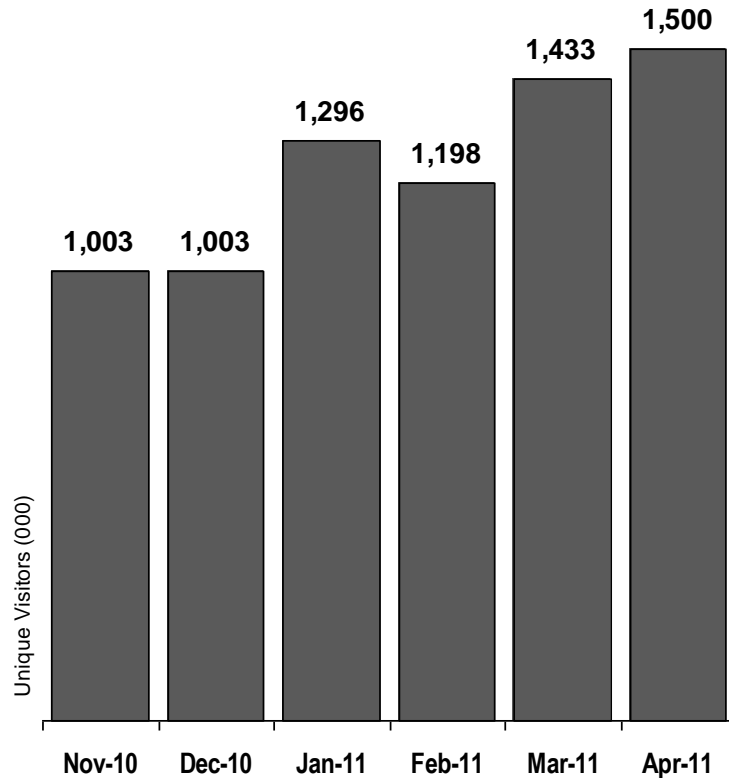
remembering.ca

celebrating.com

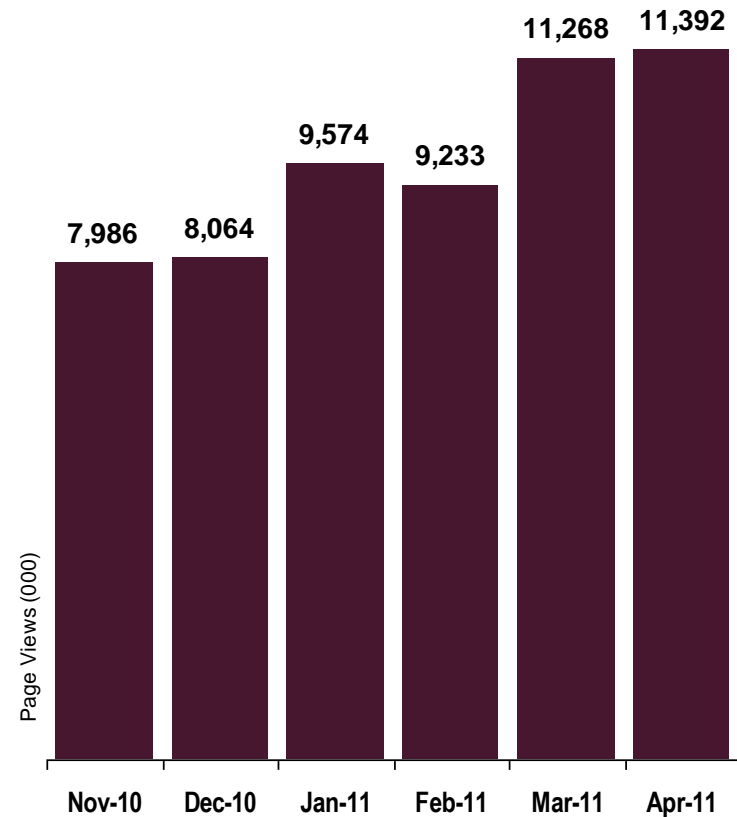
POSTMEDIA INTEGRATED ADVERTISING

POSTMEDIA NETWORK MOBILE SITES ARE GROWING

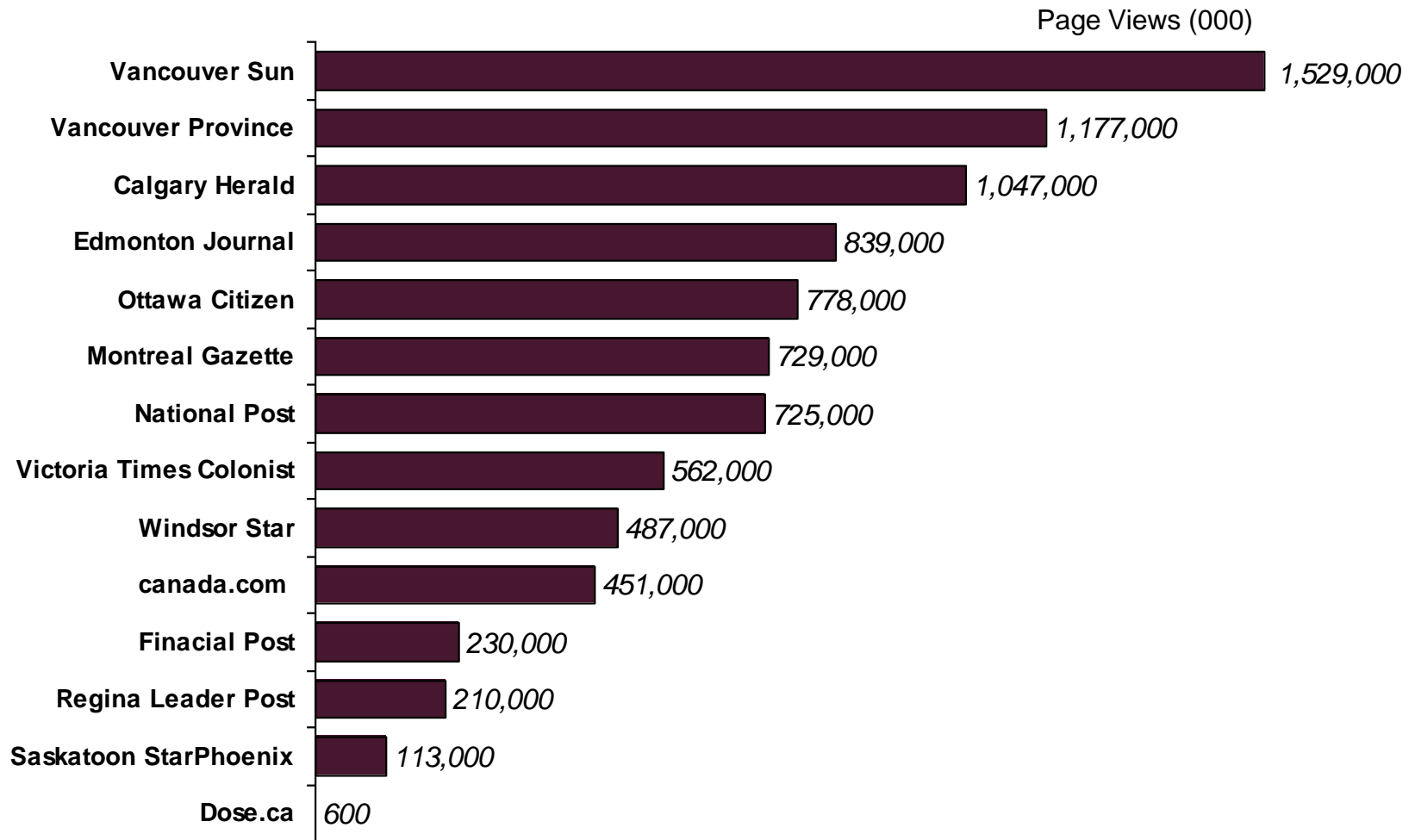
1.2 Million Unique Visitors/Month*



9.5 Million Page Views/Month*



POSTMEDIA MOBILE SITES BY BRAND



ADVERTISING OPPORTUNITIES

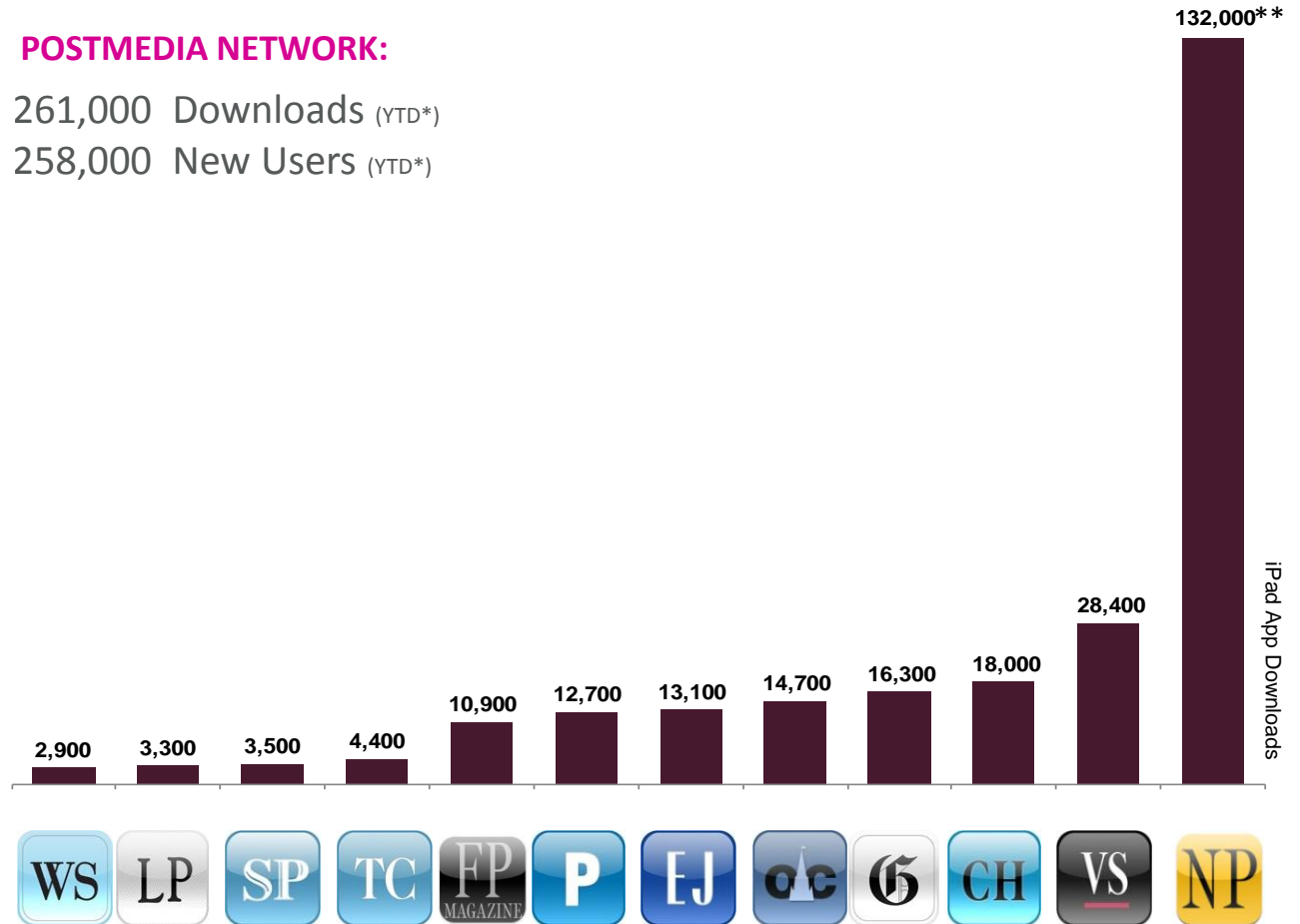
Successfully launched iPad Apps. Launch Results as of April 2011:



POSTMEDIA NETWORK:

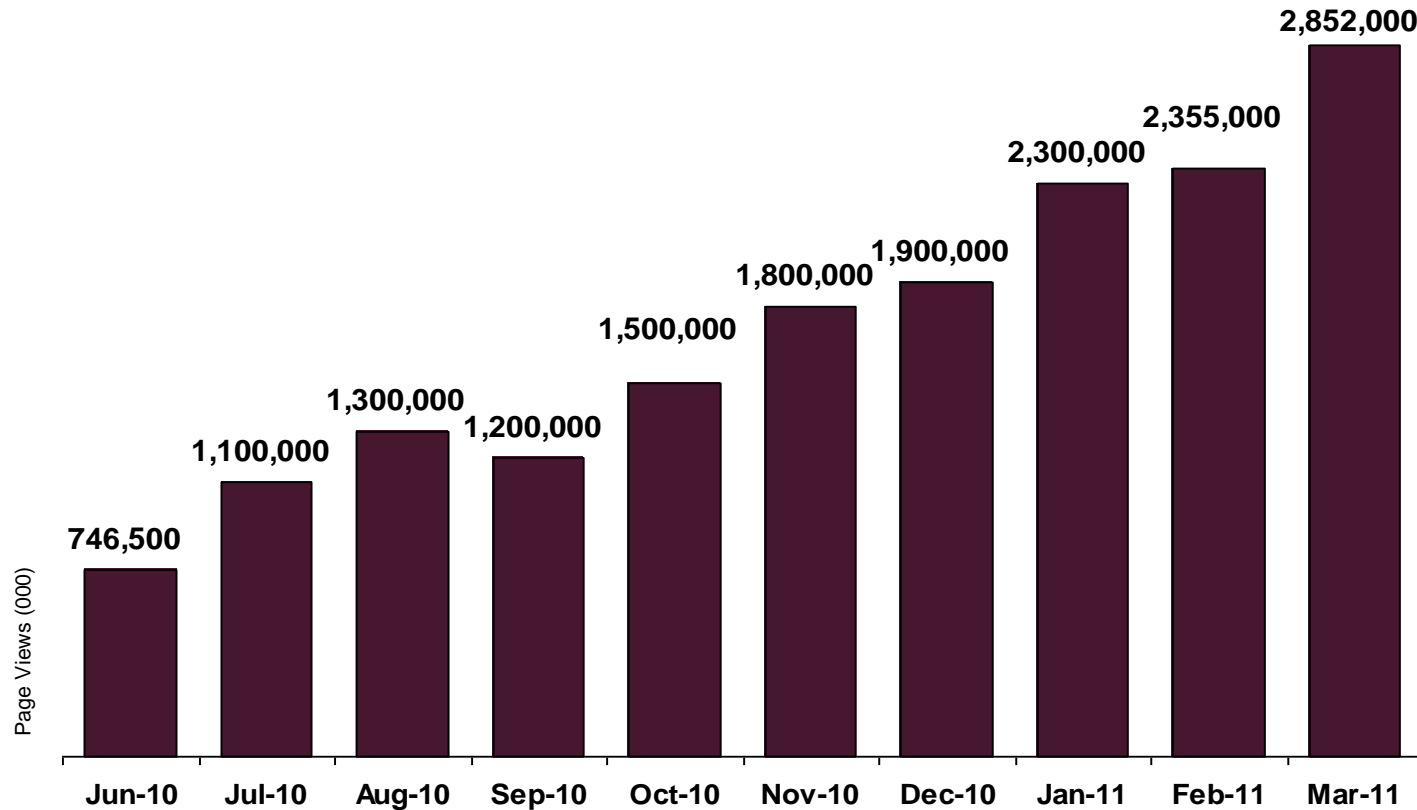
261,000 Downloads (YTD*)

258,000 New Users (YTD*)



iPAD TRAFFIC IS GROWING

iPad usage across Postmedia Newspapers has increased by **282%** to almost 3 Million Page Views*



iPAD APP SITE SPECIFIC TRAFFIC

Advertisers can reach audiences nationally or locally. No other media company in Canada can offer the reach of a national audience with the strength of trusted local brands

