

THE GLOBE AND MAIL

Oprah's one. Martha is too. We are all brands.

The Globe and Mail launches the "Brand Yourself" contest

TORONTO, ON (September 16, 2008) – "Brand Yourself," is the newest contest from The Globe and Mail that asks participants to conceptualize themselves as a brand, using images, words, or both. The contest runs until October 13 with two terrific grand prizes of \$750 for brand entries. Also, every time a comment is made on a submitted entry, participants will be entered into a draw for an additional \$250.

With the "Brand Yourself" contest, participants can highlight any aspect of their persona: professional, personal or private. Participants are encouraged to become creative and think outside of traditional marketing brands.

"Over the years, The Globe and Mail brand has become iconic in Canada and seen to represent quality journalism," said The Globe's Vice-President of Advertising Sales, Andrew Saunders. "We consider our brand to be our single most powerful asset, but we all know that brand is not a logo or tagline alone. The ultimate brand challenge may be how you brand yourself."

The Globe and Mail 'Brand Yourself' contest ad creative was designed by Toronto ad agency BLACK, The Globe and Mail's Trade Marketing AOR. Examples have been created to help get participants started.

Enter today through Globelink.ca, The Globe's trade advertising website and broadcast to the world just who you are!

To enter and for contest details visit: <http://www.globelink.ca/mediacentral/brandyourself>

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

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