

## ***Preview new Globeinvestor.com – fast, friendly and smart***

### ***Preview site puts investors to the test with iQ Quiz***

Toronto, ON (March 13, 2009) – The Globe and Mail unveiled a sneak preview of the upcoming Globeinvestor.com redesign this week. Visitors can preview some of the new features coming next month to Canada’s premier investor site and test their own level of investment knowledge with the new Investor iQ Quiz. Contest details and the preview are available at [www.globeinvestor.com](http://www.globeinvestor.com).

The redesigned Globeinvestor.com will offer a complete one-stop resource for investors with tools for tracking investment performance including stock watchlists, alerts, research, analysis and expert commentary. Improvements include a redesigned tool set, simplified navigation, faster access to information, and more up-to-the minute news.

“Smart analysis and insight are invaluable to investors making decisions, especially during these economic times,” said Phillip Crawley, Publisher and CEO of The Globe and Mail. “Canadian investors come to Globeinvestor.com looking for unbiased information and solid knowledge to help them make better choices about their money.”

Globeinvestor.com delivers on its promise to be fast and simple, and for all types of investors. Some of Globeinvestor.com’s most compelling features include:

- new personalized market alerts to keep investors abreast of breaking developments
- an exciting new fully integrated watchlist tool that can track stocks, funds and ETFs in one place
- expanded market data and live market coverage
- the most comprehensive information for Canadian stock and fund data
- advice, insights, industry news and information available from Canada’s top experts at [Globeandmail.com](http://Globeandmail.com)
- a new focus on education and personal finance
- videos and blogs by ROB’s top columnists including Rob Carrick and David Berman
- how-to videos for new investors and visitors
- the industry’s best online help

“Globeinvestor.com is a gathering place for Canadian investors. It is a highly credible and engaging environment for advertisers to reach consumers while they are focused on their money and their future,” said Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail. “The design and content enhancements will make Globeinvestor an even more powerful vehicle for advertisers to reach a highly desirable and larger consumer audience.”

### ***Globeinvestor iQ Contest Tests investors for their Savvy-ness***

Whether new to the market or seasoned investors, users can test their investor knowledge with the 15-question quiz available on the preview site for Globeinvestor.com. Eligible entrants will have a chance to win great prizes including \$5,000 in a trading account with Scotia iTRADE and one-to-one consultations with a financial expert of the Globe’s Investing Mentoring Program. The contest closes March 27th. For more information, or to take the iQ Contest Quiz, visit: [Globeinvestor.com/preview](http://Globeinvestor.com/preview).

The full launch of Globeinvestor.com next month will be supported by an extensive marketing campaign involving on-line and in-paper ad placements with The Globe and Mail, Report on Business Magazine and web properties, as well as print advertising in national publications, online advertising, out of home advertising and email blasts.

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For more information or to arrange an interview, please contact:

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