

A New Globe Investor for a New Economy

Faster, friendlier and smarter – enhanced Globe Investor helps investors make informed decisions about their money

Toronto, ON (April 13, 2009) – The Globe and Mail has unveiled a significant redesign and enhancement of Globe Investor, its comprehensive web site for Canadian investors. Available at www.globeinvestor.com, the redesigned site is powered by a new, state-of-the-art platform that provides timelier news and information and a wider range of tools.

Globe Investor is a one-stop resource that offers insights and tools for managing investments including portfolios, stock watchlists, alerts, research, analysis and expert commentary. Improvements include a fresh new look, redesigned tool set, simplified navigation, faster access to information, and more up-to-the minute news.

“Managing personal finances and investments during these troubled times is no easy feat for investors, regardless of the size of their portfolios,” said Phillip Crawley, Publisher and CEO of The Globe and Mail. “Globe Investor is a trusted and credible source of information that gives investors an added level of confidence when making decisions about their money.”

“Knowledge is critical ammunition for investors at any level,” Crawley added. As part of its resources, Globe Investor has a 15-question Investor iQ Test to help an investor determine their general level of investment knowledge. The iQ Test is available at: www.globeinvestor.com

Globe Investor delivers on its promise to be fast and simple, and easily customized to meet individual needs. Some of Globe Investor’s most compelling features include:

- an exciting new fully integrated watchlist tool that can track stocks, funds and ETFs in one place
- new market spotlight widget for quick glances at indexes and movers in your watchlist
- the most comprehensive information on Canadian stock and fund data
- breaking news coverage
- advice, insight and industry news from Canada’s top investment experts
- a new focus on investor education and personal finance
- videos and blogs by ROB columnists including David Berman and Rob Carrick
- how-to videos for new investors and visitors
- the industry’s best online help

Leadership in Online Financial Resources

The redesign of Globe Investor is part of a major initiative by The Globe and Mail to re-engineer and harmonize its suite of financial websites. Since being launched in 1998, Globe Investor has become the preferred destination for Canadian investors who want authoritative financial information, smart tools and a deeply personalized experience.

The site attracts an average of 1.3 million unique visitors a month (*Source: Omniture, past six months*). The Globe and Mail has extended its editorial leadership and credibility in personal finance to create a powerful investor resource.

“We are focused on ensuring that our web resources for investors are the best in Canada,” said Crawley. “As a multi-platform business, we continue to expand our capabilities by investing significantly in our systems, content and information technology infrastructure. With the new Globe Investor site, we’re taking an important step closer to realizing our digital strategy.”

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

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