



**EVERGEEK MEDIA**  
THE DIGITAL LIFESTYLE SYNDICATE

## **CP and Evergeek Media Announce Distribution Alliance**

Attention: Entertainment Editor, Technology Editor, Media Editor, News Editor

TORONTO, ONTARIO--(August 27, 2008) - The Canadian Press (CP), Canada's national news agency, and Evergeek Media Inc. (Evergeek), the Digital Lifestyle Syndicate, today announced plans for CP to distribute Evergeek's digital lifestyle news and reviews to media companies across Canada.

Evergeek Media has been a specialty news provider distributing digital lifestyle stories and incisive product reviews to discerning print and web publications nationally and internationally since 2000.

As Canada's national news agency, CP delivers news, information, audio and video to media companies across the country and is constantly looking to offer more high-value content for its clients. The Evergeek content feed CP will distribute consists of select digital lifestyle news articles as well as hands-on product reviews, including video game and consumer product critiques.

Evergeek's focus is on consumer electronics and interactive entertainment - AKA "video games" - as the ubiquitous lifestyle products they are today, not as niche technology or marketing phenomena for which they are often mistaken. With the emerging prevalence of Apple's iPhone and Nintendo's industry-leading Wii, the digital lifestyle is no longer a mere fashion trend; it is life as we know it.

"Evergeek bridges the gap between mainstream media and the enthusiast press," said Shaun Conlin, Editor-in-Chief at Evergeek Media. "There are serious tech buffs and hardcore gamers out there, but there are also everyday consumers embracing technology as commonplace. Hardly anyone understands every facet of microprocessors or CGI, but everyone wants to know the value of any given product that employs such technology, be that hardware or software, interactive or simply convenient. We speak to those curious consumers."

Through its national news distribution networks, CP will offer the Evergeek feed to newspapers, websites, radio stations and any other media company looking to attract and inform an audience on the value, sensibility and practicality of various consumer technologies, from the hazards of YouTube to the usefulness of iPhone beyond fashion trend, from the production values of Grand Theft Auto IV and the controversies surrounding it, to the vacuous gimmickry of Wii Fit that is a raging sales success nonetheless.

"Technology has become more mainstream and more accessible than ever before," said CP's Director of New Product Development, Tim Clark. "Evergeek's unique voice speaks to readers as useful information that is both enlightening and fun to read. We believe that Evergeek's expertise and progressive style will make a strong and flourishing editorial component for newspapers, websites and on-air staff at radio stations across Canada. It should be a real draw for digital lifestyle consumers, which is basically everybody these days."

"This partnership is an exciting venture for us," said Conlin. "Evergeek's collective wealth of knowledge and distinct content style has long been acclaimed by readers and product vendors alike, but it is CP's established and extensive reach that will truly enable the enthusiast press to meet the mainstream media as has always been our intent."

#### **About Evergeek Media Inc.**

Founded in 2000, Evergeek Media Inc. is a leading provider of digital lifestyle news and views through a proprietary content database storing press ready copy & graphics. Serving print and online publications everywhere, Evergeek's database is updated daily while scalable data feed methods will deliver an entire vertical or section in real time, or select content to suit specific needs. More info at [www.evergeekmedia.com](http://www.evergeekmedia.com).

#### **About The Canadian Press**

The Canadian Press is Canada's most trusted news source and leader in providing real-time, bilingual multimedia content for online, mobile and emerging platforms. More than 250 journalists deliver news stories, photos, graphics, audio and online video, plus news coverage from The Associated Press, to daily newspapers, radio and TV stations and websites. Members and clients depend on The Canadian Press for reliable, accurate and fast coverage, written and edited according to the standards set for the industry by The Canadian Press Stylebook. For over 90 years, its journalists have reported news round the clock, from coast to coast and around the world, in English and French.

The establishment of Pagemasters North America as a wholly owned subsidiary of The Canadian Press builds upon the agency's current experience paginating financial and sports data for Canadian daily newspapers such as The Globe and Mail and Toronto Star.  
[www.thecanadianpress.com](http://www.thecanadianpress.com)

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