

TORONTO LIFE

Toronto Life acquires naming rights to downtown Toronto entertainment complex due to open in 2007

Toronto, Ontario (April 11, 2007) – The new world-class entertainment complex opening in downtown Toronto will be named **Toronto Life Square**. Developed by PenEquity Management Corporation and referred to as Metropolis during initial construction, the multi-use complex is scheduled to open in phases, beginning fall 2007.

Toronto Life Square will dominate the northeast corner of Yonge and Dundas Streets. With 500,000 square feet of indoor space, the building will also feature approximately 20,000 square feet of spectacular outdoor signage, including Canada's largest high-definition video display, measuring 30 by 52 feet, and the world's largest contoured tri-vision. The video display will be enhanced by 34 surrounding video panels that can be used individually to create marquee effects or a display area of approximately 2,400 square feet.

"We are thrilled to have acquired the naming rights for what will be an energetic addition to Toronto's landscape," says Tony Gagliano, Executive Chairman and CEO of St. Joseph Communications. "**Toronto Life Square**, with its dynamic network of digital and mechanical screens both inside and out, will create an exciting, unparalleled experience for Torontonians and visitors to the city."

"**Toronto Life Square** is located at the heart of Canada's busiest intersection and Toronto's number one visitor destination," says Sharon McAuley, Vice-President and Group Publisher of *Toronto Life*. "Fifty-six million visitors frequent the immediate area each year, and over 20 million subway passenger trips start or end in the Yonge-Dundas area."

Life inside **Toronto Life Square** will include a unique mix of entertainment, lifestyle, office and shopping opportunities. These will be accompanied by an integrated digital signage network including strategically positioned video and projection screens. While each display will have the ability to be programmed independently, the system will enable coordinated content across all screens to deliver a dominant, synchronized message.

Toronto Life, in partnership with sister publications through St. Joseph Media and with technical and creative support from Alchemy (a St. Joseph Content company), will develop and produce special content for the integrated digital signage network and special live programming throughout the year, establishing **Toronto Life Square** as Toronto's most exciting destination and meeting place.

"With a blend of flagship tenants and dynamic media, **Toronto Life Square** will become the cornerstone of Canada's most vibrant intersection," says Glenn Miller, Chairman, PenEquity Management Corporation. "In order to maximize the impact of the project's retail and media components, it was important to choose a partner who could enhance our customers' experience. With this iconic name, a fixture of Toronto's culture, **Toronto Life Square** will accomplish our vision."

About *Toronto Life*

Toronto Life magazine is owned by St. Joseph Media, a division of St. Joseph Communications. Each month, *Toronto Life* offers readers a dynamic and unique blend of authoritative service writing and award-winning journalism designed to enhance their experience of the city. *Toronto Life* publishes 12 issues per year, including 10 CityGuides and two annual newsstand compendiums, *Eating & Drinking* and *Shopping*. Torontolife.com integrates feature journalism and reviews from the magazine with exclusive on-line articles and search engines. Other brands in the St. Joseph Media portfolio include *FASHION Magazine*, *Wish*, *WeddingBells*, *Mariage Québec*, *Canadian Family*, *WHERE Canada*, *Ottawa Magazine* and *Gardening Life*. Visit www.stjosephmedia.com or www.torontolife.com.

About St. Joseph Communications

St. Joseph Communications is Canada's leading provider of integrated communications solutions. Its four business platforms—in content, print, documents and media—offer innovative communications solutions in such areas as package and store design; branding; digital signage; architectural way finding; photography; digital, sheet-fed and web printing; and document management. It is also owner and publisher of some of Canada's leading consumer magazines, including *Toronto Life* and *FASHION Magazine*. The company is focused on and committed to doing the right thing for the communities in which it operates, donating 10 per cent after-tax profit each year to philanthropic endeavours. Visit www.stjoseph.com.

About PenEquity Management Corporation

PenEquity Management Corporation is a private Canadian company that focuses on institutional quality real estate asset management and specializes in large-scale retail and entertainment projects on behalf of its pension fund clients and institutional investors. PenEquity has undertaken retail and entertainment development projects in excess of 4.2 million square feet. Visit www.penequity.com or www.metropolis.ca.

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