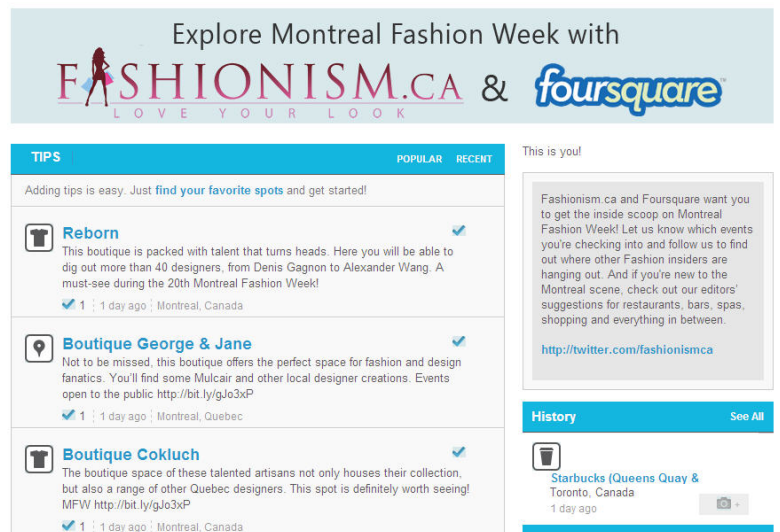


Live the experience of location-based marketing

Explore the 20th Edition of the Montreal Fashion Week with Sympatico.ca's Fashionism.ca and Foursquare

Montréal, February 3rd, 2011 - For the 20th edition of **Montreal Fashion Week (MFW)**, held from February 7th to 10th, **Sympatico.ca** now enables fashionistas to fully enjoy fashion *à la* Montréal using a new Foursquare connection which serves exclusive tips and recommendations related to the event at [foursquare.com/ FashionismCA](http://foursquare.com/FashionismCA).

A new partnership between Foursquare, Sensation Mode and Sympatico.ca's Fashionism.ca, has created one of Canada's first national bilingual campaigns moving from online to mobile for this year's MFW. "People already come to our site for information," notes Andrea Kolber, Publisher at Sympatico.ca's Fashionism.ca. "With this new service, we have decided to go to them providing pertinent information based on where they are determined by their Foursquare check-in. For the MFW and for us, it is an exciting first!" she concludes.



The screenshot shows a mobile application interface for Foursquare. At the top, there is a banner that reads "Explore Montreal Fashion Week with FASHIONISM.CA & foursquare". Below the banner, there are three tip cards. The first card is titled "Reborn" and describes a boutique with 40 designers. The second card is titled "Boutique George & Jane" and describes a boutique offering fashion and design events. The third card is titled "Boutique Cokluch" and describes a boutique space for artisans. On the right side of the screen, there is a "This is you" section with a text box containing information about the partnership and a link to the Twitter account. Below that is a "History" section with a "See All" link and a card for "Starbucks (Queens Quay & Toronto, Canada)".

Foursquare users can follow the MFW through the Sympatico.ca official page at foursquare.com/FashionismCA in English, or foursquare.com/SympaticoStyle in French. "This is a great way for us to extend the promotion of our designers outside of just Fashion Week," says Jean-François Daviau, Co-President of Groupe Sensation Mode who produces MFW. "For example, guests 'checking-in' close to the Montreal Museum of Fine Arts will be reminded that the Denis Gagnon exhibition is taking place until February 13th." he adds.

The Sympatico.ca team will be continually adding tips and recommendations to Foursquare in real-time throughout MFW keeping users across Canada engaged. Andrea Kolber adds, "The

advent of location-based services like Foursquare brings exciting opportunities to deliver entertaining, interactive and engaging experiences for our users!”

The complete schedule of events for the 20th edition of the Montreal Fashion Week is available at www.montreal-fashionweek.ca

About Groupe Sensation Mode

Back in 2000, Groupe Sensation Mode began with a big idea – to promote fashion and design to the world. An explosive and energy-charged eleven years later, Groupe Sensation Mode now produces and presents the biggest Canadian and international fashion events while creating new and exclusive concepts such as the Fashion & Design Festival (Montréal and Toronto), the Fashion Theatre (in Berlin, Tokyo, New York and London) and Montréal Fashion Week, which includes Le Showroom concept. Throughout the last eleven years Groupe Sensation Mode’s innovative events have become an increasingly visible portal for the creativity and talent of fashion designers. With partnerships in major international cities such as Paris, Berlin and Tokyo, Groupe Sensation Mode is proud of its prestigious position among the leaders in fashion and design in North America.

About Sympatico.ca

Launched in 1995, Sympatico.ca is celebrating its 15th anniversary this year. One of Canada’s largest and most respected Communications and Media companies, Sympatico.ca is a pioneer of digital media with offices in B.C., Calgary, Toronto, Ottawa, and Quebec and sales representation in New York, Massachusetts, Arizona, and California. The Sympatico.ca portal delivers informative and entertaining content on the latest topics; anything from "mortgages to minivans", and Fashion to Finance in both French and English. The Sympatico.ca network includes prominent brand channels like Push.ca, for skateboard and snowboard enthusiasts, Fashionism.ca, for everything related to fashion, and inMovies.ca. The Sympatico Mobile division delivers end-to-end custom solutions and has the largest mobile ad network in Canada. www.advertise.sympatico.ca

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