

PRESS RELEASE

for immediate publication

A new meeting place for high-end cars enthusiasts

Montreal, January 26, 2010 – A new bilingual website dedicated to high-end cars is being launched today and can be accessed at the address CarPassion.ca. This innovative site combines editorial content with comments from those who are in the best position to evaluate cars, namely their owners. This new website also takes a novel approach by presenting the models by generation instead of by model years, and also by large manufacturing groups and their respective brands.

Thanks to its comprehensive content combining press coverage and customer feedback, CarPassion.ca will undoubtedly become a favorite for high-end car lovers. CarPassion.ca is also an interactive site where owners of high-end cars will be able to not only evaluate their own current or previous cars but also interact with other community members within CarPassion.

“CarPassion.ca targets enthusiasts of high-end cars”, explains Sébastien Goulet, president of SG WEB MEDIA, editor of the site. “By offering extensive information on brands, models and generation of models and combining it with an online community, CarPassion.ca becomes a preferred meeting place as much for these enthusiasts as for the advertisers trying to reach them.”

CarPassion.ca and its French version EnVoiture.ca benefit from a partnership with the advertising network BV! Media for the sale of advertising throughout Canada. Furthermore, at the time of its launch, CarPassion.ca counts among its strategic partners the motorized sports complex ICAR and the BRANCHEZ-VOUS.com portal.

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About SG WEB MEDIA inc.

SG WEB MEDIA inc., based in Montreal, publishes and commercializes websites and Internet content. Its first significant project is CarPassion.ca/EnVoiture.ca and other web projects are currently underway.

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