

CANADIAN GROCER

Western Reach



If you could receive ONE grocery publication, which one would it be?*

73% of Western Banners prefer **Canadian Grocer!**

23% only 23% prefer *Western Grocer*

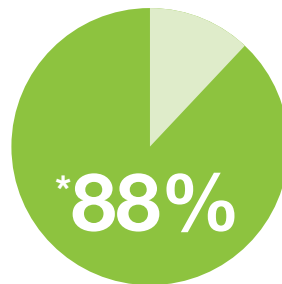
* 2010 In Store Focus Survey



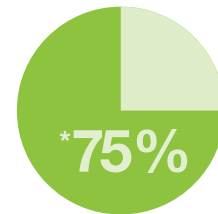
No one covers the Western market like *Canadian Grocer*.

Canadian Grocer
88% coverage of the west

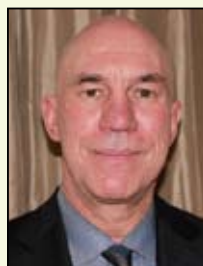
Western Grocer



vs.



*Based on data provided by Statistics Canada (2009) and last audited circulation statements.



"At Tree of Life, we truly value the national reach *Canadian Grocer* provides our brands and our messaging. And through *Canadian Grocer's* Category Captains Report we have successfully positioned Tree of Life as a leader in Asian Foods, one of the fastest growing categories in food retail.

As the leading national distributor of specialty and natural foods, at Tree of Life we must effectively reach a retail audience with our product information. The best way to do that is in a well-respected publication that stretches from coast to coast - *Canadian Grocer*."

-Jamie Moody, President, Tree of Life Canada

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