

Website hits 1 million hits

yorkregion.com set a new benchmark this week.

Users hit on a yorkregion.com page for the millionth time in October Tuesday morning.

"We're thrilled to hit a new milestone," said John Futhey, interactive media director for the website. "Whether they're looking for news, business, job or real estate information, visitors are making us a habit."

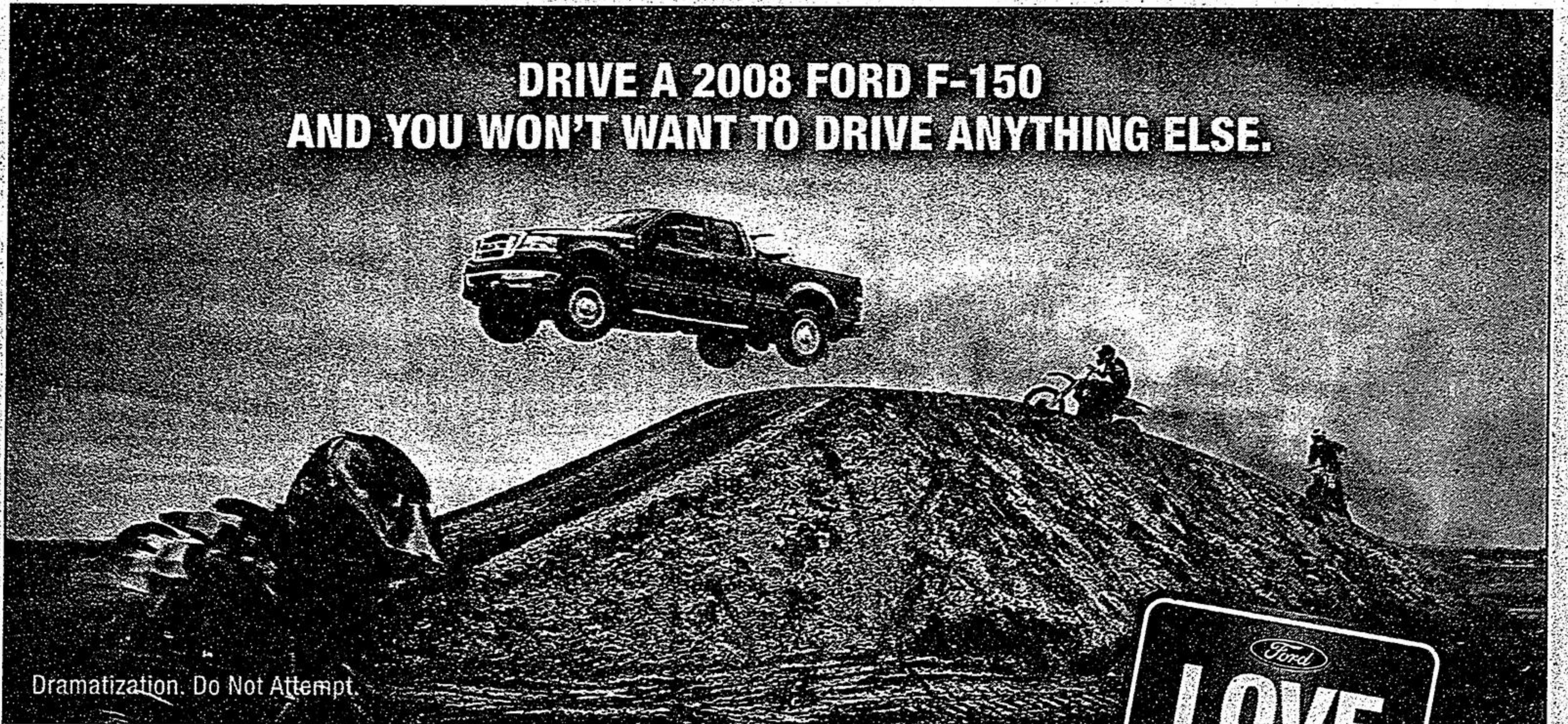
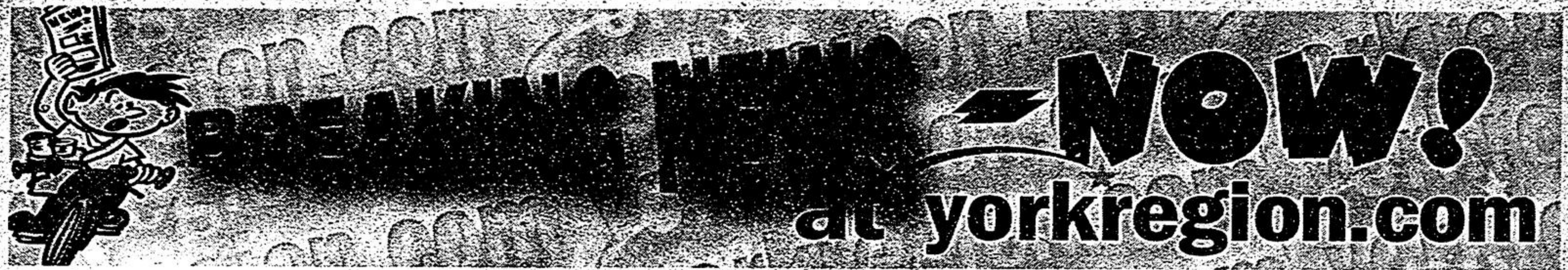
The same day, the site also counted 100,000 unique users for October, which means 100,000 different computers accessed information at yorkregion.com during the month.

Among other initiatives, the site has recently launched a cutting-edge events calendar, customizable to users' interests. The POP calendar allows users to choose their areas and communities of interest to receive email alerts about local events.

"Users and advertisers demand results," Mr. Futhey said. "We must keep growing to exceed their expectations."

The traffic milestone caps a banner year for the website, which, in June, received four awards in the Suburban Newspapers of America community website contest. More than 500 newspapers across North America entered the competition.

yorkregion.com was second overall in the best community website category, tied for first as best real estate vertical and won an honourable mention for its Pen & Pixel community creative writing initiative. The site also picked up a third place award in the best multimedia initiative category for its Local Ride road test videos.



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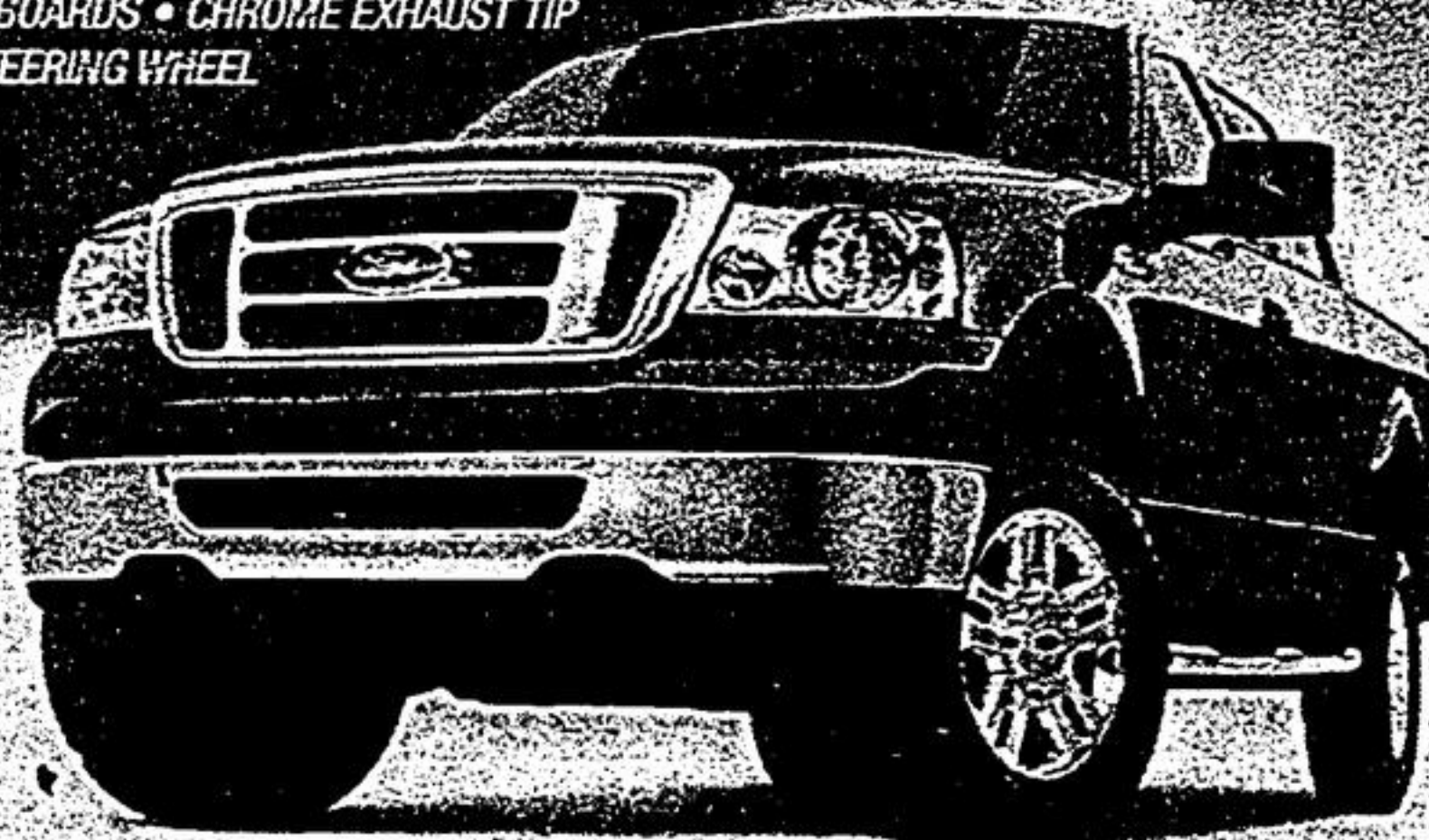
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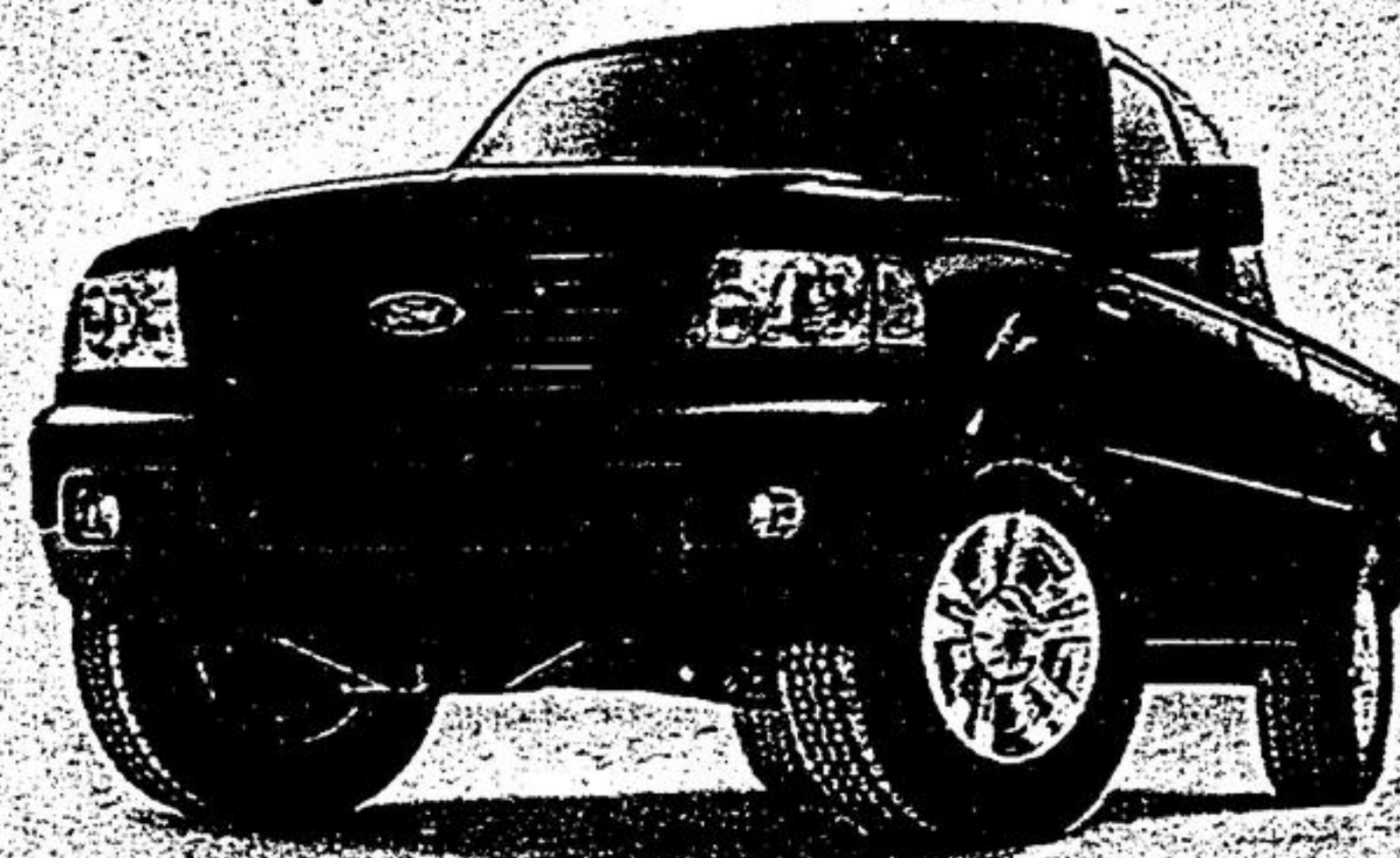
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