

April 7, 2015

Jones Media announces exclusive partnership with CBSi Gamespot Network

-- Jones Media now representing US based Interactive Gaming Network in the Canadian marketplace--

Toronto, ON. Jones Media (www.mrandmrsjones.ca) -- the Toronto-based, Canadian premium publisher representative that offers a consumer-centric media proposition to national advertisers --is pleased to announce their exclusive partnership with CBS Interactive's Gamespot Network, including Gamespot, Giant Bomb, Comic Vine, Games FAQ and Games Rankings. Jones will now represent these gaming and technology brands in the Canadian media marketplace.

CBSi's Gamespot Network offers a multimedia platform where true gamers meet to look for the hottest games, news, reviews, videos, guides and cheat sheets. The network boasts an impressive online community with key demographics showing a 67% male audience and 56% having HHI of \$75K+.

Gamespot's penetration in the adult Male 18-34 space proves to be impressive with Composition UV at 32% and over 15% reach. Moreover, Gamespot is the #1 Gaming Network in Canada as ranked by ComScore, reaching approximately 1.8MM Unique Visitors nationwide.

Outside of extensive reach with this highly sought after demographic, the network platform offers more innovative opportunities for homepage and custom creation delivering viewability and engagement to Jones' clients not seen on competitive platforms in this category.

"We are very excited for this partnership with CBS Interactive Gamespot Network. We believe this strengthens both our gaming and entertainment offerings as Jones will be the first to offer a full 360 suite of engagement with this audience, including full custom content integration, native, video and display advertising." stated Cathy Fernandes, President at Jones Media "They have a strong following due to their dynamic brands and engaging content and we are very proud to have them on board."

CBS Interactive

CBSi, a division of CBS Corporation, is a premier online content network for information and entertainment. With more than 280 million people visiting its properties each month, CBS Interactive is a top Web property globally. Its Gamespot Network portfolio includes leading gaming brands, which include Gamespot, Giant Bomb, Comic Vine, Games FAQ and Games Rankings.

About Jones Media

Jones Media (www.mrandmrsjones.ca) is a premium publisher representative connecting online publishers and advertisers as they capitalize on their very influential audience and data collection. Results and service driven, Jones Media knows that efficient, effective digital campaigns start with audience based buys. Using proprietary technology and exclusive 1st party data, Jones Media has the capability to optimize towards user habits and content engagement, driving performance and exceeding benchmark expectations.

Stemming from the idea that digital convergence is central to the way we consume media today, Jones Media models its properties and categories around the idea of a family, wherein each member represents a demographic target. Individually, each member of the family has its own interests, ways of consuming media and interacting with technology. As a unit, the Jones Media Family works synergistically together to reach the masses.

User experience & engagement in addition to top-level service is the foundation of the Jones Media mantra, Mr. and Mrs. Jones ultimately delivers success at every stage of the execution.

Follow us on Twitter [@jm_jonesing](https://twitter.com/jm_jonesing).

In addition to CBS Interactive Gamespot Network, Jones Media is in exclusive partnership with premium publishers including Divine.ca, Beyond The Rack, Fan-O-Web, She Knows Media, How Stuff Works, Group TFO and many others.

...It's a matter of {Keeping Up with The Joneses}

For more information and to book an interview, please contact:

visit www.mrandmrsjones.ca,

on Facebook www.facebook.com/mrandmrsjones.ca

email info@mrandmrsjones.ca.