



Creativity and Culture Visionary Rana Florida Joins SHOP.CA Advisory Board

TORONTO, March 27, 2012 /CNW/ - Drew Green, CEO and founder of SHOP.CA, is proud to welcome Rana Florida to SHOP.CA's Board of Advisors. Florida is the CEO of the Creative Class Group, an advisory services firm that provides strategy, research, and consulting to businesses, communities and governments worldwide.

"It's truly an honor to have Rana join our advisory team," says Green. "She has been at the forefront of creativity and thought leadership on a global scale for two decades, providing counsel to some of the world's most respected brands. Her contribution to SHOP.CA will ensure we are on the cutting edge of digital retail."

Florida is highly sought after by leading media in Canada and the United States to comment on and analyze cultural and business trends. Her expertise includes managing new business development, marketing, and research, with a diverse roster of clients that include Starwood, BWW and Zappos.com.

"SHOP.CA has an impressive team, with digital and retail expertise," Florida says. "The powerful and sophisticated platform will transform the way Canadians shop."

Ms. Florida is a regular contributor to the Huffington Post and writes for Creative Spaces, an online design and creativity series for HGTV and the Huffington Post. She had her own internationally syndicated advice column in major daily newspapers, including Gannett papers, for nearly a decade. She was a regular Fox News (WJBK) contributor in a Top 10 media market for several years and continues to work with major media including CNN, MSNBC, NPR, BBC, CBC and shows such as *Good Morning America*, *Charlie Rose*, *The Colbert Report*, *The Today Show* and *60 Minutes*.

She previously directed global strategic communications for HMSHost one of the largest airport developers, heading up all marketing, advertising and communication efforts in the North America and advised on European communication efforts. Prior to that, Rana served as Vice President of Corporate Communications for Feld Entertainment, the world's largest producer of live shows such as Disney Live. With operations in more than 50 countries, she managed PR teams at top firms, including Hill + Knowlton.

Ms. Florida is heavily involved in philanthropy. She sits on the board of the Toronto Symphony Orchestra as well as supporting numerous charitable organizations. She holds a Bachelor of Arts in communications and a MBA in marketing and management.

About SHOP.CA

SHOP.CA is committed to becoming Canada's leader in online shopping by providing a unique Canadian experience that combines authoritative selection of products, unparalleled service and a social loyalty program that rewards members on every purchase. Scheduled to launch in May 2012, SHOP.CA will offer Canadian online shoppers a compelling alternative to current shopping options.

To learn more about SHOP.CA please contact Media Relations at 1-877-769-0233 or press@shop.ca.

Please visit SHOP.CA and register for updates on our progress.

For further information:

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