



MEDIA NETWORKS, INC.

Media Networks, Inc. Introduces New Advertising Packages for '09

Reorganized Networks Designed to Target Consumers More Effectively

STAMFORD, CT – January 26, 2009 – Media Networks, Inc., the leader in target market advertising, announced today the introduction of new advertising options for 2009. MNI's nine existing magazine packages have been reorganized and expanded to target consumers more effectively. A tenth grouping, the MNI Executive package, is also being introduced to help advertisers engage a business savvy audience.

MNI has partnerships with premier publishers representing more than 40 best-in-class magazine titles. The magazines are grouped by lifestyle interest into ten unique advertising packages, allowing marketers to penetrate local geographies on a ZIP code-specific basis. The ten networks are: MNI Executive, MNI Style & Entertainment, MNI Business, MNI Family, MNI Health & Beauty, MNI Hispanic, MNI Home, MNI Luxury, MNI MenStyle, and MNI News.

“The magazine networks we've assembled for 2009 are grouped strategically to ensure that our advertising partners are able to reach the exact consumers they want without having to worry about any waste in the media spend,” said Rob Reif, President of Media Networks, Inc.

A full breakdown of MNI's magazine networks is available online at www.mni.com. MNI's print capability is complimented by a fully integrated digital media service, boasting an extensive lineup of local media websites and geo-targeted national sites.

ABOUT MNI:

The leader in target market advertising for 40 years, MNI gives marketers the ability to advertise in acclaimed national magazines and leading websites on a ZIP code-specific basis. By partnering with premier content providers like Hearst, Hachette Filipacchi, and Meredith Publishing Group, iVillage, and About.com, MNI connects with consumers both demographically and geographically, providing maximum reach without waste. MNI is a division of Time Inc., a wholly owned subsidiary of Time Warner, Inc., the world's leading media and entertainment company (NYSE: TWX).

CONTACT:

Mindi Lund
Director of Marketing
(P) 203-967-6419
(E) mindi.lund@mni.com