



MEDIA NETWORKS, INC.

**Media Networks, Inc. Names Amy Andrews
Director of Publisher Relations**
*Multimedia Targeted Marketing Leader Hires
Publisher Relations Expert*

STAMFORD, CT – October 11, 2010 – Media Networks, Inc. (MNI), the leader in multimedia target market advertising, announced today that Amy L. Andrews has joined as Director of Publisher Relations, for MNI and sister divisions Targeted Media and MNI MediaConnect. As Director of Publisher Relations, Andrews will oversee day-to-day operations with current and prospective print and digital publishers.

Andrews was most recently Executive Marketing Director at Hearst Magazines/*Redbook*, where she built successful relationships with marketing partners, planned and executed events, and evaluated program performance. Andrews served as liaison for the Hearst Digital Media team in the creation of integrated marketing proposals, as well as managed client relationships for in-house clients.

“This is a pivotal role, and we are very excited to have someone with Amy’s expertise as part of our team,” said Rob Reif, President of MNI, MNI MediaConnect and Targeted Media. “Her media background and experience working on both the publisher and agency sides will be very beneficial to helping us grow our business.”

Prior to Hearst, Andrews was Eastern Print Director for OMD, (a division of Omnicom Group, Inc.) where she was a founding member of the OMD Print Group, integrating three agency constituencies and working specifically with J&J as the lead agency liaison. She directed the J&J Print AOR, with significant reported yearly billings.

Andrews’ 20+ years of media experience also includes Vice President of Media Product Development for MediaSpaceSolutions.com; Marketing Director at *People en Español*; Sales Development Director at *People*; Vice President, Print Director at Zenith Media and Vice President, Associate Print Director at Saatchi & Saatchi.

ABOUT MNI:

The leader in target market advertising for more than 40 years, MNI has relationships with premier print and digital publishers. These relationships give marketers the ability to advertise in acclaimed national magazines and on leading websites on a ZIP code-specific basis. By partnering with top publishers like Hearst, Hachette Filipacchi, and Meredith Publishing Group, as well as trusted online content providers like 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: Megan McIlroy
DiGennaro Communications
megan@digennarony.com
212-966-9525