



Media Networks, Inc. Names Holly Lanahan Account Executive

DALLAS -- SEPTEMBER 15, 2011 -- Media Networks, Inc. (MNI), the leader in multimedia targeted marketing, announced today that Holly Lanahan has joined the Southern Region sales team as an account executive.

Lanahan joins from American Airlines Marketing Solutions, where she was responsible for significant increases in the print sales rate. In her most recent post as Client Solutions and Business Development Manager, Lanahan sold integrated marketing campaigns to major national and global brands across AA's advertising assets. Prior to American Airlines Marketing Solutions, she was an Account Executive with Time Warner Cable Business Class.

"Holly's resume and experience in the Dallas market make her a valuable addition to our sales force," said Patti Pruett Trow, Director, Southern Region. "With her hire, we add yet another local marketing expert to our team."

Lanahan graduated from the Southern Methodist University with a Bachelor of Science in communications.

ABOUT MNI:

The leader in target-market advertising for more than 40 years, MNI (www.mni.com) has relationships with premier print, online, and mobile publishers. These relationships give marketers the ability to advertise in acclaimed national magazines, leading websites, and on top-ranked mobile sites on a ZIP code-specific basis. MNI is a division of Time Inc., the country's largest magazine media company. Time Inc. engages more than 138 million consumers monthly; whenever, however, and wherever they are.

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