



MEDIA NETWORKS, INC.

## **Media Networks, Inc. Names New York District Manager**

*Leader in Targeted Advertising Taps Disney Publishing Vet*

STAMFORD, CT – February xx, 2009 – Media Networks, Inc., the leader in target market advertising, has today named David Mevorah New York Manager. Mevorah will oversee all advertising sales operations in Manhattan and the tri-state area, directing priority strategies and objectives, and managing the sales staff. He will report to Eastern Regional Manager Laura West.

Mevorah joins MNI from Disney Publishing Worldwide, where he served as Publisher and Integrated Sales Platform Leader for *Wondertime* magazine. He brings extensive experience, particularly in publishing geared towards parents, having launched *Wondertime* in 2006 and, prior to that, serving as Publisher for *Child* magazine. Mevorah has nearly 20 years of experience in the publishing industry at-large.

“We are thrilled to be adding someone of Dave’s caliber and experience,” said West. “As a former publisher, Dave has worked with advertisers across numerous categories and is uniquely suited to develop those relationships further with MNI. Dave will play a pivotal role in growing revenue for our New York office and expanding the reach of the MNI sales force.”

As New York District Manager, Mevorah will oversee all print and digital sales in the region. He will work with advertisers and marketers to develop creative advertising options and innovative solutions. Additionally, he is responsible for managing key advertising accounts and overall communications.

### **ABOUT MNI:**

The leader in target market advertising for 40 years, MNI has relationships with premier print and online publishers. These relationships give marketers the ability to advertise in acclaimed national magazines and 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).

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