



Media Networks, Inc. Promotes Heather Hein to Associate Advertising Director, Midwest District

CHICAGO -- NOVEMBER 15, 2010 -- Media Networks, Inc. (MNI), the leader in multimedia targeted marketing, announced today the promotion of Heather Hein to Associate Advertising Director, Midwest District. She will report to Laura West, Senior Sales Director, Eastern/Midwest Regions.

Hein joined MNI's Chicago office in 2008 as Account Executive. Since then, she has played a vital role in growing the Chicago office's CPG and healthcare categories, bringing in Blue Cross Blue Shield and Del Monte as clients. Prior to MNI, Hein worked as a Chicago sales manager for Greenspring Communications, a publisher of regional magazine titles. She began her career in advertising sales at Minnesota Monthly publications, where she spent six years selling for local magazines in that market.

"Heather has been a tremendous asset to our Chicago office – she is deeply knowledgeable in key growth categories and continues to deliver for our clients," said West. "I am excited about the lineup of talent we have representing MNI in the Midwest, and confident we will expand our position as leaders in integrated targeted advertising solutions."

Hein graduated from the College of Journalism at Iowa State University.

ABOUT MNI:

The leader in target market advertising for more than 40 years, MNI (www.mni.com) 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).

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