



MEDIA NETWORKS, INC.

Media Networks, Inc. Adds O, The Oprah Magazine, and Food Network Magazine

Powerhouse women's titles to join MNI Luxury and Healthy Living packages

STAMFORD, CT – November 15, 2010 – Media Networks, Inc. (MNI), the leader in target market advertising, announced today the addition of *O*, *The Oprah Magazine*, and *Food Network Magazine* to its group of more than 40 best-in-class magazine titles.

Beginning with the April 2011 issues, *O* will be included in the MNI Luxury package, a collection of magazines targeting affluent women and including titles such as *Real Simple*, *Travel and Leisure*, and *Town and Country*. *Food Network* will be included in the Healthy Living package, which targets health conscious adults and counts *Fitness*, *Health*, and *Cooking Light* among its titles.

"*O* and *Food Network* are two powerhouse titles -- both have cultivated a deeply engaged readership that is highly sought-after by marketers," said Rob Reif, President of MNI, MNI MediaConnect and Targeted Media. "Their addition will strengthen our already robust portfolio and offer clients an even bigger reach of affluent and educated consumers."

The addition of *O* and *Food Network* will grow MNI's reach into categories such as women's lifestyle, apparel/retail, health and beauty, food/consumer packaged goods, entertainment, and home kitchen and design. MNI Luxury and MNI Healthy Living are two of 11 unique advertising packages that target consumers by demographic and geography, allowing advertisers to penetrate local markets on a ZIP code-specific basis. Other MNI print advertising packages include: MNI Business, MNI News, MNI News2, MNI Beauty, MNI Entertainment, MNI Hispanic, MNI Family, MNI Home, and MNI Men.

MNI targets consumers wherever they are—on the internet, in print, or on mobile to provide maximum reach, efficiency, and effectiveness. Complementing the company's print network is a fully integrated digital media service and a mobile targeting product.

ABOUT MNI:

The leader in target market advertising for 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 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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