



MEDIA NETWORKS, INC.

Media Networks, Inc. Promotes Laura West and Dave Mevorah

STAMFORD, CT – November 2, 2010 – Media Networks, Inc. (MNI) (www.mni.com), the leader in multimedia target market advertising, today announced two key promotions and a shift in regional reporting lines. Laura West, Eastern Regional Sales Director, has been promoted to Senior Sales Director for the Eastern/Midwest Region and Dave Mevorah, New York Associate Sales Director, has been promoted to Sales Director for the Metro New York District.

In her new role, West has expanded responsibilities, including managing the Midwest District. She will continue to be based in Boston and report to Rob Moore, MNI Vice President, Sales and Marketing. Mevorah will assume a larger management role in the East with the addition of Philadelphia and Washington, D.C. to his portfolio. He will be based in New York and report to West.

“Both Laura and Dave have consistently over-delivered on goals by providing unique solutions for MNI clients,” Moore said. “Under their leadership, we will continue our sales momentum in 2011 and expand our position as leaders in integrated targeted advertising solutions.”

West began her 10-year career at MNI as a salesperson in the Boston office, rising through the ranks to Eastern Region Sales Director, where she managed 20 employees throughout the Northeast. During that time, she brought in national accounts including MassMutual, Xerox, Keurig, Volkswagen, and Fidelity.

Mevorah, previously on the publishing side at Disney’s *Wondertime*, joined MNI three years ago. Since then, he has contributed to a sizable boost in targeted digital and print automotive, education, financial, and retail sales for the Eastern region.

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).

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