



MEDIA NETWORKS, INC.

Media Networks, Inc. Adds *Real Simple*

Popular Lifestyle Title Joins MNI Home Network

STAMFORD, CT – May 4, 2009 – Media Networks, Inc. (MNI), the leader in target market advertising, announced today the addition of *Real Simple* to its group of more than 40 best-in-class magazine titles. Beginning with the October issue, *Real Simple* will become part of the MNI Home network, a collection of titles targeting affluent homeowners. Other magazines in the network include *Cooking Light*, *Country Living*, *Food & Wine*, *House Beautiful*, *This Old House* and *Traditional Home*.

“Partnering with a popular title like *Real Simple* is a major boost to our portfolio, making it even more attractive to potential advertisers,” said Rob Reif, President of MNI. “Even in this challenging time for the publishing industry, *Real Simple* has continued to build its reach and has firmly established itself as a premier destination for advertisers because it so clearly resonates with readers.”

The MNI Home network is one of ten unique advertising packages which target consumers by demographic and geography, allowing advertisers to penetrate local markets on a ZIP code-specific basis. *Real Simple's* readership is part of a coveted demographic that will enable MNI to develop a more robust presence in numerous advertising categories such as, health and beauty, apparel, food and other packaged goods.

In addition to the Home network, MNI print advertising packages include: MNI Executive, MNI Business, MNI Family, MNI Health & Beauty, MNI Hispanic, MNI Luxury, MNI MenStyle, MNI Style & Entertainment, and MNI News. The print capability is complimented by a fully integrated digital media service, boasting an extensive lineup of local media websites and geo-targeted national sites. Additionally, in 2009, MNI introduced a mobile targeting solution, which allows marketers to reliably serve mobile banner ads to consumers in distinct local geographies around the country.

ABOUT MNI:

The leader in target market advertising for 40 years, MNI 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).