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FOR IMMEDIATE RELEASE

**Targeted Media, Inc. Announces
Dallas Account Manager
Targeted Advertising Leader Hires Target Market Expert**

NEW YORK, NY—October 25, 2010—Targeted Media, Inc. Vice President, John Kenyon announced the addition of Kristene Richardson to their sales team, in the role of Account Manager. Richardson will be working in the Dallas office, covering the state of Texas.

Kristene has spent her entire career on the publishing side between marketing and sales roles – most recently with Star Community Newspapers. Prior to that, she was the National Advertising Manager for Cure Media Group, the source of information and inspiration for those on the cancer journey. Before joining Cure, Kristene worked in Chicago at Meredith on Better Homes and Gardens—Special Interest Publications, and with AARP.

Richardson earned her B.A. in Marketing/Advertising/Public Relations from Texas Tech University in Lubbock, Texas.

"Kristene is well recognized in the industry and has a proven track record for listening to her clients and creating solutions that address their specific market challenge," said Kenyon. "Her understanding and experience in the advertising business make her a tremendous asset and we are extremely excited to have her as part of the Targeted Media team."

ABOUT TARGETED MEDIA:

Targeted Media, Inc. cover wraps leading magazine brands with custom marketing messages and delivers them to a highly targeted audience based on advertisers' needs. Targeted Media offers two programs: Business to Business, which reaches specific individuals (like CEOs or community leaders), and Public Place, which positions wrapped magazines in strategic locations (like physicians' waiting rooms or salons). Targeted Media 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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