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FOR IMMEDIATE RELEASE

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

NEW YORK, NY—February 1, 2011—Targeted Media, Inc. Vice President, John Kenyon announced the addition of Jim Gherna to their sales team, in the role of Account Manager. Gherna will be working in the New York office, covering the state of Connecticut and Westchester County, New York.

Jim has more than 15 years' advertising experience, most recently with Media Networks, Inc., another division of Time Inc. Prior to that he was a sales representative at Gannett, an international media and marketing solutions company.

Gherna earned his B.A. in Communications from Pace University in Pleasantville, New York. He resides in Danbury, Connecticut with his wife and two young children.

"We are thrilled to be adding someone of Jim's caliber and experience to the Targeted Media team," said John Kenyon, Vice President Targeted Media. "His unique expertise and experience will enhance the level of strategic thinking we provide to our Connecticut and Westchester County clients."

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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