

NEWS RELEASE



Navigate Boomer Media

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Navigate Boomer Media Appoints Media Sales Executives Ellen Malloy as Northeast/New York Sales Director and Sara Foley to Mid-Atlantic Sales Director

SANTA MONICA, Calif, May 12, 2011 - [Navigate Boomer Media](http://www.navigateboomermedia.com) has appointed Ellen Malloy to Northeast Sales Director and Sara Foley to Mid-Atlantic Sales Director. Navigate Boomer Media is the largest online baby boomer media resource representing 120 boomer focused sites for banner display advertising, sponsorships, email, mobile, research, and content placement with complete transparency.

Ms. Foley built her media career in marketing at Time Warner, advertising agencies, consulting, media buying and digital media. "I am delighted to be a part of Navigate Boomer Media. I find the boomer growth and the online marketing options an exciting opportunity to provide clients in the Mid-Atlantic states. They have a distinctive niche platform and have assembled the most respected and experienced media executives—I am honored to work with their reputable team."

Ms. Malloy built her advertising sales career in print and online including Time, Inc. "I am thrilled to be a part of Navigate Boomer Media, their sites are perfect for marketers in categories such as health care, automotive, travel, financial and pharmaceuticals looking to get their share of the boomer's \$2.3 trillion in disposable income. Advertisers now have a single media source in reaching the lucrative baby boomer's online."

EVP Roger Stallard added, "The addition of Ellen Malloy and Sara Foley as Sales Directors complement our talented team, including Nora Gervais in the Northwest (SF, SJ), Capri Inge, West Coast, Mark Griggs, Southeast and Mike Bebb in the Southwest."

"We are delighted to have Ellen and Sara join us. They both bring extensive media knowledge, drive and digital experience to our firm," said Nancy Shonka Padberg, CEO of Navigate Boomer Media.

Ms. Malloy and Ms. Foley's appointments are effective immediately.

About Navigate Boomer Media

Navigate Boomer Media, LLC (www.navigateboomermedia.com), Santa Monica, CA, is the largest baby boomer online media source representing 120 sites, delivering 1.5 billion page impressions per month through banner advertising, as well as email, mobile, caregiver databases, and content placement. Their sites serve the 78 million U.S. Baby Boomers, born between 1946 and 1964, who control 77% of the total net worth in the U.S and spends 15 hours per week online according to Pew for the Associated Press.