

NEWS RELEASE



Navigate Boomer Media

519 California Ave. Ste.103 Santa Monica, CA 90403 (800)779-0237 / fax:(800)747-1580

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Media Contact:

Kyle Murphy, kmurphy@navigateboomermedia.com, 424-354-4016

Navigate Boomer Media Appoints Media Sales Executives Capri Inge to Vice President of Sales, Cheryl Valice to Western Sales Director and Joy Zurzolo to New York Sales Director

SANTA MONICA, Calif, June 19, 2012 - [Navigate Boomer Media](http://www.navigateboomermedia.com) has appointed Capri Inge to Vice President of Sales, Cheryl Valice to Western Sales Director and Joy Zurzolo to New York Sales Director. Navigate Boomer Media is the largest online baby boomer media resource representing over 140 boomer focused sites for banner display advertising, sponsorships, email, mobile, research, and content placement with dashboard access and complete transparency.

Newly appointed Vice President of Sales, Ms. Inge has demonstrated digital leadership and advertising success through many campaigns. "I am happy to be part of the largest online boomer source. The timing is perfect for Navigate Boomer Media to help healthcare, automotive, travel and pharmaceuticals firms seeking their share of the 78 million boomer's \$2.3 trillion disposable income." said Inge.

Ms. Valice will be leading the Western Region digital advertising efforts. She built her media sales career at Petry Television, Cable Networks, Inc., Telerep, NCC and Millennium Sales and Marketing. Cheryl was responsible for multi-million dollar sales budgets, maximizing profitability and building client relationships.

Ms. Zurzolo built her career at Mary Ann Liebert, Inc., Publishers, internationally acclaimed medical and life science publisher. She led their sales department and built a multi-million dollar advertising department. She believes it is the right time to focus on the boomer and added, "Baby Boomers are the most powerful consumer segment today, changing how clients market and to whom. Navigate Boomer Media is the leading industry resource offer content, scale and granular targeting."

Ms. Alexander, Midwest Director built her advertising sales career at Tribune, Nielsen and VNU Publishing with New York MPA. "I am pleased to be a part of Navigate Boomer Media, their sites are perfect for marketers engaging the healthy, wealth baby boomer market. Marketers now have a single media source in reaching the lucrative baby boomer's online."

"We are delighted to have their media leadership and expertise in our firm. Our talent has extensive media and digital knowledge to serve our clients such as Razorfish, Digitas and StarCom MediaVest effectively," said Nancy Shonka Padberg, CEO of Navigate Boomer Media.

Ms. Inge, Ms. Valice and Ms. Zurzolo'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 140 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 70% of the U.S. net worth and spend 15 hours per week online according to Pew for the AP.