

# NEWS RELEASE



Navigate Boomer Media

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## **FOR IMMEDIATE RELEASE**

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### **Navigate Boomer Media Appoints Media Executive Mike Bebb to Southwest Sales Director**

**SANTA MONICA, Calif, August 20, 2010** - Navigate Boomer Media announces the appointment of Mike Bebb as Southwest Sales Director. Navigate Boomer Media is the largest online baby boomer media resource specializing in display, email, and mobile advertising, custom research and content placement. Baby Boomers, ages 46 – 64, control 70% of the total net worth in the U.S and will spend \$7 billion online this year according to Pew for the Associated Press.

Mr. Bebb built his media sales career at large media firms such as Times Mirror and Time, Inc. Most recently he was Western Account Director at Direxion. "I am happy to be part of the largest online boomer source. The timing is perfect for Navigate Boomer Media solution for marketers and digital agencies whose clients such as healthcare, automotive, travel and pharmaceuticals are looking to get their share of the 78 million boomer's \$2.3 trillion disposable income. With our digital assets focused squarely on boomers, advertisers now have a single-source of expertise to help them be successful in reaching the lucrative baby boomer demographic." said Mike Bebb.

"We are thrilled to have Mike join our rapidly growing company and team. Mike brings extensive media knowledge, drive and additional digital experience to the company," said Nancy Shonka Padberg, CEO of Navigate Boomer Media. "Mike understands the boomer consumer and knows how to build solid relationships and contribute to a healthy fast paced culture. He adds breadth and depth to our baby boomer centric online media organization."

Navigate Boomer Media is growing quickly and currently represents 120 boomer websites delivering 1.4 billion page impressions per month. EVP Roger Stallard added, "The addition of Mr. Bebb as Sales Director in the Southwest complements the other sales directors, including Tom Brookover, Midwest, Nora Gervais, New York, and Jean Luc Valentin, Travel Specialist."

Mr. Bebb's appointment is effective immediately.

#### **About Navigate Boomer Media**

Navigate Boomer Media, LLC ([www.navigateboomermedia.com](http://www.navigateboomermedia.com)), based in Santa Monica, California, is the largest U.S. Baby Boomer online media source for original rich content publishers of websites, blogs and social networking communities. Navigate Boomer Media also provides display advertising, email, mobile, article placement and online custom research services to advertisers and marketers from its broad pool of active baby boomers.