

FOR IMMEDIATE RELEASE

July 21, 2008

USA WEEKEND Magazine Announces Promotion of Sonia David to Vice President, Market Development

New York, N.Y. – USA WEEKEND Magazine announces today the promotion of Sonia David to Vice President, Market Development. In her new role, Ms. David will oversee all marketing, creative services and research operations of the national weekly magazine.

Ms. David has served as Marketing Director of USA WEEKEND for eight years. In that role, she developed the strategic marketing programs and materials that led to increases in the magazine's advertising revenue and brand awareness. Previously, she held marketing positions at MediZine Inc. and Meredith Corporation. Ms. David holds a B.A. in English from Queens College in New York.

"Sonia's promotion recognizes her fine work and leadership of our successful marketing efforts," said Chuck Gabrielson, Publisher. "She is an exceptional executive who has made significant contributions to the magazine's business. I am proud to expand the scope of her responsibilities."

###

USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. Its website, usaweekend.com, provides enhanced content and interactive features. USA WEEKEND is a Gannett Co. Inc. publication.

For more information:

Rachel Weitman
USA WEEKEND Magazine
535 Madison Ave., 21st Floor
New York, NY 10022
rweitman@usaweekend.com
Phone: 212.715.2111