

FOR IMMEDIATE RELEASE

October 1, 2007

USA WEEKEND Magazine Announces Three Promotions in Advertising Sales

New York, NY – USA WEEKEND Magazine announces today the promotions of two managers to advertising sales director positions: Lori Altman becomes Director/East Coast Advertising Sales, and Michael O'Brien is named Director/Midwest Advertising Sales. In addition, Judy Hukvari has been promoted to Senior Account Executive in Chicago.

"Lori and Michael are exceptional executives who have made significant contributions to the magazine's success. I am proud to expand the scope of their responsibilities," said Rob Harrison, Senior Vice President of Advertising. "We're also thrilled to promote Judy to a more senior role in advertising sales. Their extensive knowledge and talents will be instrumental in maintaining USA WEEKEND's position as the ad page leader in the newspaper magazine field."

In her new role, Altman will manage the entire East Coast sales territory and the New York sales team. She has been a USA WEEKEND New York Sales Manager for the past three years. Prior to USA WEEKEND, Altman spent seven years as the travel advertising director at *Travel + Leisure* magazine. Altman has a B.A. in public communications from American University.

O'Brien will oversee the entire Midwest sales territory and the Chicago sales team. He has been with USA WEEKEND for five years, first as an Account Executive and then as Midwest Sales Manager. Previously, O'Brien sold advertising for *Field & Stream* and *Outdoor Life* magazines. O'Brien holds a B.A. in business administration from Barat College in Lake Forest, Ill.

Hukvari will help further develop the Midwest sales territory, where she has produced outstanding work for 18 months. Based in Chicago, she will also continue to handle accounts with clients such as Procter & Gamble, Kraft Foods, McDonald's and Eli Lilly. Prior to working at USA WEEKEND, Hukvari was an associate media director at Mediaedge:cia. Hukvari has a B.B.A. from the College of Business at the University of Iowa.

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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.

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