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USA WEEKEND Magazine Appoints New Retail Sales Development Manager
Tom Keane Joins National Sales Team

New York, N.Y. – USA WEEKEND Magazine announced that Tom Keane has joined the national sales team as the new Retail Sales Development Manager, based in the New York office.

Keane comes to USA WEEKEND with a wealth of advertising and magazine experience. Most recently he was a corporate regional sales director at Hachette Filipacchi Media. His prior positions include sales development manager at *Parade* magazine and vice president of branded price value products at The American Tobacco Company in Stamford, Conn.

“With Tom Keane’s expertise in marketing and publishing, he will help us grow the important retail advertising category,” said Rob Harrison, Senior Vice President of Advertising at USA WEEKEND. “He is a valuable addition to our sales management team as we continue to expand our ad page lead in the weekend magazine field.”

Keane is responsible for regional and national retail accounts and will work with USA WEEKEND sales representatives nationwide. He is a graduate of Fordham University in the Bronx. He enjoys kayaking and participates in community theater in Connecticut.

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers in the United States. 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. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is a Gannett Co., Inc. publication.

For more information:

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