

FOR IMMEDIATE RELEASE

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USA WEEKEND Magazine Appoints New Account Executives

Two Account Executives Join Sales Team in New York and San Francisco

New York, NY – USA WEEKEND announced that Mark Bernardini has joined the New York advertising sales office and Mark Ancipink has joined the San Francisco office, both as account executives.

Prior to joining USA WEEKEND, Bernardini, 31, was a senior account executive at MarketSource in New Jersey. He also held positions at Raycom Sports, NextMedia Outdoor and CNBC Television. Bernardini is a graduate of St. John's University in Queens, N.Y.

Ancipink, 39, joins USA WEEKEND from *Golf Digest* and *Golf for Women* magazines. He also has worked at *Fortune* and *Fortune Small Business* magazines and at CMP Media. Ancipink graduated from Franklin & Marshall College in Lancaster, Pa.

“We are delighted to welcome two highly qualified account executives to the USA WEEKEND team,” said Rob Harrison, Senior Vice President of Advertising. “Mark Ancipink will add strength to our West Coast initiatives. Mark Bernardini’s diverse media experience will help us present the strategic value of our product to our advertisers.”

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USA WEEKEND Magazine is a national weekly magazine with a circulation of 22.7 million. It is distributed in more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, personal finance and travel. The magazine’s Make A Difference Day is the nation’s largest annual day of community service. The magazine also provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is part of the Gannett Co., Inc.

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