

FOR IMMEDIATE RELEASE

May 18, 2005

USA WEEKEND Magazine Appoints a New Account Executive

Account Executive Joins New York Sales Team

New York, NY – USA WEEKEND announced today that Danielle Brown has joined the New York advertising sales office as an account executive.

Prior to joining USA WEEKEND, Brown, 29, was an account executive at *JET* magazine, where she worked on accounts in health, beauty, pharmaceuticals and telecommunications. She also held positions at Morgan Stanley and Merrill Lynch.

“Danielle understands the marketing needs of advertisers,” said Rob Harrison, Senior Vice President of Advertising at USA WEEKEND. “Danielle’s experience working with a national publication will make her a powerful force on our sales team.”

Brown is responsible for clients in New York, New Jersey, Connecticut, North Carolina and South Carolina. Brown is a graduate of Hampton University in Hampton, Va.

###

USA WEEKEND Magazine is a national weekly magazine with a circulation of 22.7 million. It 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.

For more information:

Nichole Tillman
Communications Manager
USA WEEKEND Magazine
7950 Jones Branch Drive
McLean, VA 22107
Phone: 703.854.4543
E-mail: ntillman@usaweekend.com