

**FOR IMMEDIATE RELEASE**

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952-935-0078**New CEO, President, CFO, and VP of Finance Named at Novus**Appointments Follow Significant Revenue Growth —
More Than 40 Percent Over the Past Three Years

Minneapolis, May 15, 2008 – Novus Media Inc., placing more than \$1.5 billion in gross newspaper, magazine, and local online advertising for brand owners and retailers annually, announced the appointment of a new CEO, president, CFO, and vice president of finance. The appointments follow significant revenue growth — more than 40 percent over the past three years.

Brian Burke, the new CEO, was most recently vice president and managing director of Novus, which caters to direct response and national advertisers. He joined the organization in 2005 as vice president of business development after having served as Minnesota regional director for Manpower International.

Gwendolyn Maass, the new president, was most recently vice president and managing director of the company's Eventus division, formed in 2006 to serve the print media needs of retail advertisers. She came to the company in 2000 from Carlson Companies, Inc., where she created and led the organization's first membership travel club.



CFO Jay Deverell is new to the company. Before joining Novus, he served in a variety of finance roles at Thomson West, most recently supporting the CIO of the Thomson Corporation. Long-time member of the senior management team Warren Wicklund has been appointed to the newly created position of vice president of finance.

“Novus is recognized for its leadership in strategy, technology, and focus on making print advertising accountable,” said Maass, the new president. “These attributes help us retain present clients and attract new ones.”

The company is also known for its ability to obtain some of the best advertising rates in the industry and for its advocacy of newspapers and magazines in general. “Newspapers and magazines along with their online entities are changing as consumer media consumption evolves,” said Burke, the new CEO.

“Newspapers in particular are expanding their connection with local audiences by enhancing the newspaper product. By developing specialized products to reach niche demographics, as well as putting a significant focus on local journalism and hyper-local features, newspapers add value for advertisers. Now more than ever print media is accountable and Novus combines that accountability with its proprietary programs, products, and services to further enhance the value – and ROI – associated with print and online advertising.”

For more information about Novus and how to gain a competitive advantage, visit www.novusmediainc.com or call 888-229-4656.

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About Novus

Minneapolis-based Novus is one of the largest U.S. media buyers, specializing in campaigns that utilize print and online media both individually and together. With more than 20 years of experience, Novus offers a comprehensive approach that achieves value through deep consumer insights, innovative strategy and solid media planning. Novus is unique in the industry for its focus on Trusted Content Consumers—audiences who respond to ads that appear within the trusted, locally relevant content of local and national newspapers, consumer magazines, websites and other digital properties. Visit www.novusmediainc.com or call 888-229-4656 to learn more about powering your next print or online campaign with Novus.