

**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACTS**Gwendolyn Maass  
Novus  
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952-935-0078**Novus President Gwendolyn Maass  
Honored for Business and Civic Achievements**

**Minneapolis, May 20, 2008** — Novus Media Inc. President Gwendolyn Maass was named a 2008 40 Under Forty award winner by the *Minneapolis/St. Paul Business Journal* for her business and civic accomplishments.

Now in its 15<sup>th</sup> year, the 40 Under Forty awards recognize accomplished professionals in the fields of business, government, or not-for-profit who are younger than forty. The *Minneapolis/St. Paul Business Journal* annually receives several hundred nominations for the award.

Novus CEO Brian Burke says about Maass, “Without a doubt, Gwen is one of the chief engineers of the company’s extraordinary success. Our phenomenal period of revenue growth — 40 percent in the past three years — mirrors Gwen’s rise to the top since she joined us in 2000. Having started then as an account director managing one employee, she today oversees our entire operation and 130 employees.

“What makes her exceptional is her ability to see the forest and yet not forget the trees — she simultaneously leads strategic operations and yet has the vision to see not only how



what we do today will affect us in five or ten years, but also how it will impact the industry. She knows print media inside and out, and is a passionate advocate for print as an advertising medium, both for our clients and within the highly competitive advertising industry.”

Maass is an active member of St. Hubert’s Catholic Church in Chanhassen, Minn., volunteers for the “Cook for Kids” program at the Greater Minneapolis Crisis Nursery, and is a sponsor of the company’s corporate “Jeans Day for Charity” that generates nearly \$15,000 annually on behalf of various local and national charities.

Last year Novus placed more than \$1.5 billion in gross newspaper, magazine, and local online advertising for brand owners and retailers. Before being named president, Maass was vice president and managing director of the company’s Ewantus division, formed in 2006 to serve the print media needs of retail advertisers. She came to Novus in 2000 from Carlson Companies, Inc., where she created and led the organization’s first membership travel club.

Maass is from Elkhart Lake, Wisconsin. She graduated cum laude from the University of Wisconsin, Eau Claire.

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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](http://www.novusmediainc.com) or call 888-229-4656 to learn more about powering your next print or online campaign with Novus.