

**FOR IMMEDIATE RELEASE**

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MEDIA CONTACTSGwendolyn Maass
Novus
612-758-8617Steve Sterling
Sterling Public Relations
952-935-0078**Novus Hires Two Staffers and Promotes Others**

Minneapolis, October 7, 2008 – Novus Media Inc., one of the top ten media agencies in the U.S., announced today the hiring of two new people and promotions in client services, buying, and buying operations. Two staffers move to newly created positions.

Mandy Hornsten has been hired as director, financial planning and analysis. She comes to Novus from Thomson Reuters. Laurie Ness is a new account executive and moves to Novus from Target Corporation.

In client services, Darin Aho moves from director of client services to the newly created role of director, agency development. Novus promotes Shawn McCort to director, client services; Brandon Herron to account manager; Alison Reese to account executive.

In buying, Christy Ressler moves from buying director to the newly created role of client development manager. Novus promotes Jennifer Grimm to manager, National Publications; and Kendra Ferrier and Kristi Quinn to buyers, National Publications. In buying operations, Jaime Lescarbeau and Nicole Strenglis are now order managers.



Novus has grown by more than 40 percent during the past three years. “We are proud of the fact that we have a culture that attracts and retains the type of talented and motivated individuals who deliver quality service to our advertising clients,” said Brian Burke, chief executive officer.

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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.