

**FOR IMMEDIATE RELEASE**

May 12, 2009

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Minneapolis, May 12, 2009 — Novus Media Inc., one of the top ten media agencies in the U.S., announced today that John Hoeft, a recognized authority on digital advertising, has joined the company to become its first vice president of digital strategy.

Hoeft comes to Novus following nearly a decade with MediaNews Group, one of the largest media organizations in the United States. He was most recently corporate vice president of online and interactive sales.

At Novus, Hoeft will contribute to the development of digital programs, products, and services that capitalize on the value proposition offered by newspaper websites and other local content sites. Hoeft and his team will design cutting-edge digital campaigns that result from Intersect — the Novus proprietary planning process that helps determine the optimum mix of traditional and digital media required to reach each client's target customers. "Novus' expansion into the digital space is a natural extension of our core print business," said Brian Burke, Novus CEO. "Bringing on an innovator in newspaper and local online advertising to help lead Novus to this new level of multi-channel services is critical to our future success."



We were looking for a person of stature in the newspaper industry who had the respect necessary to form alliances and break new ground with our media partners. John Hoeft exceeds our expectations on both these fronts.”

Omnicom Group, the parent company of Novus, is a \$13.4 billion global holding company offering advertising, marketing, specialty communications, interactive/digital media, and media buying. Matt Spiegel, Worldwide CEO of Digital for Omnicom Media Group, says, “Novus has earned an outstanding reputation in the newspaper industry for excellence in print media buying. The company has developed the technology and alliances required for multi-channel advertising, and with John Hoeft onboard to lead this effort, Novus will soon be recognized as the leader in both traditional print and local online advertising.”

Hoeft, a Journalism graduate of the University of Minnesota, began his advertising career with *City Business* and *Corporate Report* in Minneapolis. He subsequently held positions with *Minnesota Monthly Magazine* and the Haworth Advertising Agency. From 1996 through 2000, Hoeft specialized in digital advertising for the *Star Tribune* in Minneapolis. His career with MediaNews Group, from 2000 to 2009, took him to Denver and Los Angeles. While with MediaNews Group, he held increasingly senior positions in the area of digital advertising. Hoeft was an active participant in the Newspaper Consortium and worked closely with Yahoo! to help build the requirements for the highly anticipated APT ad-serving platform utilized by more than 35 newspaper companies and more than 800 websites.

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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.