



FOR IMMEDIATE RELEASE

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PHILADELPHIA NEWSPAPERS ANNOUNCES TWO SENIOR ADVERTISING APPOINTMENTS

Sherry Phillips and Patrick Dignan Join the Inquirer From Forbes Magazine

PHILADELPHIA, January 18, 2007 – Brian P. Tierney, CEO of Philadelphia Media Holdings and publisher of The Philadelphia Inquirer and Daily News, today announced that Sherry Phillips and Patrick Dignan will assume senior advertising roles in the company. Ms. Phillips will become Director of Business Development for Advertising for Philadelphia Newspapers and Mr. Dignan will become Director of Advertising Sales for Philly.com.

“This is like hitting two home runs,” said Mr. Tierney. “Both of these individuals join us from one of the most well-respected national publications in the country. Each brings separate and unique talents to our team. Sherry Phillips, in addition to leading several major accounts, led Forbes’ conference sales effort while Patrick Dignan was responsible for the explosive advertising sales growth of Forbes.com on the east coast.”

Most recently Ms. Phillips was Vice President of Conference Sales at Forbes and helped oversee custom events and multimedia conferences for major clients including General Motors, Mellon Bank, HP, Microsoft, Intel and JP Morgan. She first joined Forbes Magazine in 1996 where she began working as the Advertising Director of Forbes FYI.

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Advertising Hires, Page 2/3

Prior to joining Forbes Magazine Ms. Phillips was involved with the launch of a pharmaceutical trade publication based in King of Prussia, Pa., and later went to work for Travel & Leisure Magazine where she handled numerous accounts including travel, fashion and pharmaceutical categories.

A graduate of the University of Michigan, Ms. Phillips currently lives in Bryn Mawr, Pa with her husband and their three children.

Mr. Dignan will direct the advertising sales team of Philly.com. Most recently, he directed East Coast Sales for Forbes.com, one of the most successful and profitable digital properties in the country. Under Mr. Dignan's leadership Forbes.com experienced enormous growth as a result of exceeding annual sales goals and more than doubling the business in three years.

Prior to working for Forbes.com, Mr. Dignan was publisher of Saveur Magazine and was responsible for the sales and marketing of the Saveur brand, including the magazine, website and events. Over the last two decades Mr. Dignan has had experience working in advertising for several major media outlets including Newsweek, Inc. Magazine and Family PC Magazine.

Mr. Dignan is a graduate of Boston College. He lives in Bucks County with his wife and four children.

About Philadelphia Media Holdings, LLC

Philadelphia Media Holdings, LLC, is the leading media company in the Philadelphia region. Privately held and locally owned, PMH is the owner of The Philadelphia Inquirer, Daily News, Philly.com, related online products and several community newspapers. With almost one million people reading The Inquirer each day, and 1.8 million on Sundays, The Inquirer is the region's most-read daily newspaper. Together with the Daily News, the #1 tab newspaper in the region, and Philly.com, the #1 website in the region, Philadelphia Media Holdings, LLC, reaches almost 2 million people each day.

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