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FOR IMMEDIATE RELEASE:

Two Former *New York Times* Execs Start International Ad Rep Company

Initial Focus on Latin America, Other Foreign Markets

New York – **July 27, 2009** – Former *New York Times* media executives Claire LaRosa and Warren Ho today announced the launch of Media Sales International, LLC, a marketing and advertising sales representative company with a focus on international business.

One of Media Sales International's first clients will be *The New York Times*, for which the company will produce special advertising economic reports in both the print and digital editions. Inaugural sections will focus on Latin American countries, providing international governments and companies the opportunity to present their economic and business points of view to U.S. businesses.

"We have the expertise to help clients outside the United States target and reach key audiences, such as leaders in business and government in the States," said LaRosa. "*The New York Times* and nytimes.com provide extremely effective venues for reaching influential, decision-maker audiences. And the net combined audience of more than 20 million is a powerful story and offer." With more than 40 years of combined experience, LaRosa and Ho specialized in international advertising sales for newspaper, magazine and digital products at *The New York Times*. The team will bring

that extensive experience to Media Sales International, targeting media and businesses that need help connecting to international clients.

“There are many U.S. media properties looking for ways to reach international clients that may not have the knowledge or expertise to go about doing it,” Ho said. “Media Sales International can help make those connections.”

About Media Sales International, LLC

Claire LaRosa had a 31-year career in advertising sales at *The New York Times*, where she held ad sales management positions for 28 of those years. Her ad department experience covered international, national, retail and classified categories. She has sold advertising to a wide range of accounts and ad agencies both in and outside the United States, such as Shell, Suez, BNP Paribas, Bloomingdale’s, the FBI, luxury goods, foreign governments and their tourism and trade organizations, and major airlines.

Warren Ho, who is fluent in four languages and lived in Panama and in Europe, worked with LaRosa at *The New York Times* for 10 years on the international ad sales business, where he traveled extensively selling advertising for *The New York Times*. He was also formerly director of luxury goods at *Condé Nast Traveler* and served as a marketing manager at *The Los Angeles Times*.

For more information about Media Sales International, please visit www.mediasalesinternational.com.

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