



NEWS RELEASE

January 11, 2010

WENDY CURRAN JOINS THE MEDIACENTER

Guttenberg, N.J.--THE MEDIACENTER announced today that Wendy Curran has joined the company as Sales Manager. Ms. Curran's responsibilities will include the development of new partnerships between THE MEDIACENTER and broadcast television stations throughout the United States. She will also support marketing efforts as well as product development of THE MEDIACENTER.

Ms. Curran has vast media industry experience. She spent 12 years in broadcast television selling both locally and regionally for various broadcast groups as well as selling in the national marketplace. Most recently, Ms. Curran worked in print media selling on both national and local levels.

"Wendy's knowledge of broadcast sales will be a terrific asset to THE MEDIACENTER and our clients," said Russell Sands, General Manager of THE MEDIACENTER. "She has firsthand experience working with our product and can effectively translate its expansive capabilities to broadcast television salespeople".

Ms. Curran graduated from the University of Colorado with a B.S. in broadcast journalism. She is a native of Northern California and currently resides in Pittsburgh, with her husband and three children.

About THE MEDIACENTER

THE MEDIACENTER is considered the Internet's most comprehensive source of marketing information and sales tools for local TV stations. Founded in 1991, the company is celebrating its 19th anniversary in 2010. More than 350 broadcast TV stations across the U.S. are clients of THE MEDIACENTER.

For more information, go to www.mediacenteronline.com