



SUSAN LYNE
President and CEO

Susan Lyne was named President and Chief Executive Officer of Martha Stewart Living Omnimedia, Inc. (MLSO) in November 2004. Ms. Lyne is responsible for all aspects of the public media and merchandising company, which includes Publishing, Broadcasting, Merchandising and Internet business segments. During her tenure, the company has forged numerous licensing deals, including the development of Martha Stewart-branded communities with KB Home, the *Martha Stewart Collection* of home merchandise with Macy's, and a line of digital photo products with Kodak. Ms Lyne was recently named "Publishing Executive of the Year" by Advertising Age, and *Martha Stewart Living* topped Media Week's first-ever Brand Blazer's List, featuring the top ten magazines to cultivate new revenue streams by extending the core brand.

In addition to serving as a member of the Company's board of directors, which she joined in June 2004, Ms. Lyne serves on the boards of CIT Group Inc., The Posse Foundation, The Public Theater and the Magazine Publishers Association.

Ms. Lyne has 25 years of experience in the television, publishing and film industries. Her background ranges from creating and launching a major national magazine, overseeing the development and production of celebrated television movies and miniseries, to developing hit primetime entertainment programming.

Prior to joining MSLO, Ms. Lyne served as President of ABC Entertainment from January 2002 to April 2004, where she oversaw the development of recent hits including "Desperate Housewives," "Lost" and "Extreme Makeover, Home Edition." She also shepherded other familiar programs, including "8 Simple Rules," "The Bachelor" and "Hope and Faith." Along with her programming and management responsibilities, she regularly served as the entertainment division's principal voice on strategic direction to the advertising and investment communities.

Ms. Lyne joined Disney/ABC in January 1996 as Executive Vice President, Acquisitions, Development, and New Business for Walt Disney Pictures and Television. In March 1998, she moved to ABC, where she was in charge of the network's movies and miniseries, reviving this form with such critically acclaimed ratings successes as "Life with Judy Garland," "Tuesdays With Morrie," "Anne Frank" and the musical adaptation of "Annie," all of which won multiple Emmy Awards. During her tenure, ABC's original movies and miniseries regularly dominated the ratings charts and earned numerous awards, including the Peabody, Golden Globe, Humanitas, Director's Guild, and Screen Writer's Guild, as well as multiple Emmys.

Before turning to television and film, Ms. Lyne spent 15 years in the magazine publishing industry. In 1987, she created and launched Premiere Magazine for News Corp. For eight years, she served as editor-in-chief and publication director, establishing Premiere as an industry leader.

Ms. Lyne has extensive experience as a magazine editor at *City*, Francis Ford Coppola's San Francisco weekly, *New Times* and *The Village Voice*. As managing editor of *The Village Voice* from 1978 to 1982, Ms. Lyne oversaw the editorial and production departments and expanded the paper's feature well, bringing in a group of talented young feature writers. In 1981, *The Voice* was awarded the Pulitzer Prize for Feature Reporting.

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