



JAMIE ENGEL APPOINTED NATIONAL SALES DIRECTOR OF THE PARENTING GROUP

New York, NY, July 1, 2009 – Greg Schumann, Vice President, Group Publisher of Bonnier Corp.’s Parenting Group, today announced the appointment of Jamie Engel as National Sales Director. Engel, who will report directly to Schumann, will be responsible for spearheading ad sales for the Parenting and Babytalk brands.

Most recently the advertising director at *The New Yorker*, Engel joins The Parenting Group after spending seven years in various ad sales management roles at Conde Nast. Starting as an account manager in 2000, Engel rose quickly through the ranks, eventually becoming associate publisher at *The New Yorker*. He was named associate publisher at *Details* in 2007, a position he held until returning to *The New Yorker* earlier this year.

“Jamie comes to The Parenting Group with the highest of accolades from his former clients and colleagues at every position that he’s held,” said Greg Schumann. “His proven track record of delivering sales results and sound strategic thinking will be a true asset to our sales organization, and I’m thrilled to have such a talented individual join our team.”

Engel began his sales career in 1996 at Times Mirror Magazines, where he spent 4 years, eventually leaving as the eastern ad director.

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About The Parenting Group

The Parenting Group, home of the Parenting and Babytalk brands, reaches moms over 15 million times every month through magazines, digital media, custom content, and events. TPG’s monthly publications include: *Parenting School Years*, for moms with children in kindergarten through elementary school; *Parenting Early Years*, for moms of infants, toddlers and preschoolers; and *Babytalk*, for new moms and moms-to-be. TPG’s other media properties include: the *Babytalk Pregnancy Planner*; the Parenting.com web site; MomConnection®, a nationally-representative online research network; and a custom content unit. The Parenting Group is a division of Bonnier Corporation.

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