

**Larry Kramer**  
**Advisor to CBS on Interactive Ventures**



Larry Kramer is an advisor to CBS. Until recently he was the founding president of CBS Digital Media, which includes CBS.com, Video Portal Innertube, CBSNews.com, CBSSportsline.com, TheShowbuzz.com and CBS' partnerships with Google, Apple, Amazon and Yahoo.

He was the founder, chairman and chief executive officer of MarketWatch.com. He first proposed the creation of the joint venture between Data Broadcasting Corp. and CBS and has led the company through its launch in Oct. 1997. He also managed the company as chairman and ceo through its successful IPO in January 1999 and three subsequent acquisitions, Big Charts, Hulbert Financial Digest and Pinnacor.

He joined Data Broadcasting Corporation in 1994 following its acquisition of DataSport to run a Sports and News Division. There he created DBC News, the predecessor company to MarketWatch.com and served as Vice President of News, Sports, & Marketing for DBC.

As founder, President & Executive Editor of DataSport Inc. from 1991-1994, he created SporTrax,

a hand-held sports information monitor, launched under a marketing agreement with The Sporting News.

Prior to founding DataSport, Kramer spent more than 20 years in journalism as a reporter and editor. He started his career in 1974 as a reporter for the San Francisco Examiner. In 1977 he became a financial reporter for The Washington Post. In 1980 the Post promoted him to Executive Editor of The Trenton (NJ) Times. In 1982 he returned to the Post to serve first as assistant to Executive Editor Benjamin C. Bradlee and later as Assistant Managing Editor and Metro Editor. In 1986 he returned to the San Francisco Examiner as Executive Editor. In 1991 he left the Examiner to start Data Sport.

During his distinguished career in the newspaper business, he won a National Press Club Award, Gerald E. Loeb Award and Associated Press Awards for reporting. His staffs have won the Pulitzer Prize, Overseas Press Club Award, Seldon Ring Investigative Reporting Award and National Headliners Award.

Kramer was Guest Lecturer at the Harvard Business School for 10 years. He holds a MBA degree from Harvard and a Bachelor of Science degree in Journalism and Political Science from Syracuse University. He was committee chairman of the American Society of Newspaper Editors and served as a member of the Pulitzer Prize Jury for a two-year term in 1987 and 1988.

He was a founding board member of the Online Publishers Association and in 2004-2005 is serving a two year term as Chairman of the OPA.

Member of the Board of Directors, Harvard Business School Publications

Member of the Board of Directors, Answers.com

Member of the Advisory Board, Newhouse School at Syracuse University

He is married to Myla Lerner. They have two children, Matthew and Erika, and reside in Tiburon, California.