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AMERICAN MEDIA TO LAUNCH  
NEW CORPORATE SALES INITIATIVE

Promotes two senior AMI advertising executives  
to oversee group

(New York, NY 7/13/05) – David J. Pecker, Chairman and CEO of American Media, announced that AMI will be launching a new corporate sales initiative to create unique advertising opportunities that deliver the full power of the company's magazines.

The Corporate Sales group will be headed by two long time American Media advertising executives; Marc Richards, Associate Publisher of Men's Fitness, has been named Vice President, Corporate Sales and Gary Berger Eastern Corporate Sales Director for AMI has been promoted to Advertising Director, Corporate Sales.

"I've created this group to fully leverage the power of American Media's leadership as a group publisher. With our dominance in the fastest growing categories of magazines today, celebrity journalism and health & fitness, we have the ideal foundation for advertisers to reach today's most desirable consumers," Mr. Pecker said.

AMI titles in its women's group include **Star, Celebrity Living, Country Weekly, Shape, Looking Good Now, Natural Health,** and **Fit Pregnancy**, while the men's group includes **Men's Fitness** and **Muscle & Fitness**. The company also plans to include its Latino group titles, **Shape En Espanol** and **Mira**, and its new Automotive title, **MPH**, in corporate buys as well. Collectively, these titles reach over 38 million men and women.

Mr. Pecker added that through the AMIdeas creative services department, corporate sales will develop one-of-a-kind programs for clients that tie together all the AMI titles and extend beyond print into other media.

“Marc and Gary’s promotion also speaks to AMI’s long standing policy of rewarding strong performances from our employees by promoting from within,” he concluded.

Richards joined American Media in 1999 and has had a major impact on the ad sales performance on each property he’s been involved with. He has held a variety of ad sales positions on many of the company’s publications including, **The National Enquirer, Star, Globe** and most recently, as Associate Publisher at **Men’s Fitness** where he managed an 8 person sales staff and was responsible for breaking over forty new accounts so far this year. He received his B.A. degree from Columbia University.

Berger started at Men’s Fitness in 1997, moving to ad management positions at Conde Nast’s *Women’s Sports and Fitness* and Hearst’s *Esquire* before returning to Men’s Fitness in 2002 and won the company’s prestigious President’s Award in 2004. He helped create the magazine’s successful “Fat to Fit” tour, a ten city national tour to bring to life **Men’s Fitness** signature editorial feature of the Fittest and Fattest Cities in America and to help educate people with a guide to healthy living. He received his degree from the University of Maryland.

Both will based out of American Media’s NY offices.

***American Media, Inc. is one of the largest media companies in the U.S. and the leading publisher of celebrity journalism, health and fitness and Spanish language magazines. These include Star magazine, The National Enquirer, the nation’s largest selling weekly for 80 years, Shape, Men’s Fitness, Muscle & Fitness, MPH, Flex, Fit Pregnancy, Sly and Natural .Health magazines, the largest newsstand Latino magazine, ¡Mira!; Shape En Espanol, and the best selling country music magazine, Country Weekly. In addition to print properties, AMI owns Distribution Services, Inc., the country’s #1 in-store magazine merchandising company***