



Mindset Media.

***For Immediate Release***

Contact:  
Jennifer Handshew  
DiGennaro Communications  
212-966-9525  
[jen@digennarony.com](mailto:jen@digennarony.com)

**MINDSET MEDIA ADDS TOP TALENT TO GROWING TEAM**

*Online Ad Network for Brands Strengthens Sales Team to Support New Business*

NEW YORK, September 22, 2008 - Mindset Media ([www.mindset-media.com](http://www.mindset-media.com)), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, today announced it has expanded its sales team with four key hires:

- Stephanie Wang, Manager, Business Development
- Liz Gruszkiewicz, Senior Account Executive, Midwestern Region
- Nicole Dugan, Senior Account Executive, Western Region
- Chana Stern, Senior Account Executive

“We are delighted to welcome this extremely talented group to the team,” said Jim Meyer, CEO and Co-founder of Mindset Media. “As more marketers incorporate the Mindset Media psychographic standard into the way they look at and buy media, we wanted to strengthen our sales team to meet the needs of our growing clientele base. The expertise embodied by this group of individuals made each of them a perfect fit for this important department of our company,” added Meyer.

- **Stephanie Wang, Manager, Business Development**  
Prior to joining Mindset Media, Wang managed new media at NBC Universal and also held a strategy consultant position with Cap Gemini. She holds an A.B. magna cum laude in Political Philosophy, Economics, & History from Harvard University.
- **Liz Gruszkiewicz, Senior Account Executive, Midwestern Region**  
Gruszkiewicz comes to Mindset Media with over fifteen years of marketing experience. Before Mindset Media, she worked at J. Walter Thompson and La

Agencia de Orci where she was responsible for developing and managing client relationships including Kraft Foods, Unilever, Eastman Kodak and Cadbury Adams. She holds a B.A. in Psychology and a B.A. in Communications, both from Boston University.

- **Nicole Dugan, Senior Account Executive, Western Region**

Prior to Mindset Media, Dugan developed and managed client relationships at Adknowledge, Move.com, and Careerbuilder.com where she worked with various clients including eHarmony, Virgin America, Vonage, Kaiser Permanente, Discover Financial and Experian Interactive. She holds a B.S. from Northeastern University.

- **Chana Stern, Senior Account Executive**

With over twenty years of experience in the New York advertising business, Stern has sold online media at Burst Media where she worked with MediaVest, Moxie, Carat, OMD, PHD, Wieden + Kennedy, Agency.com and Media Contacts. She has a B.A. in Communications Arts and Sciences from Queens College.

### ***About Mindset Media***

Mindset Media is the Internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit [www.mindset-media.com](http://www.mindset-media.com).

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