



Mindset Media.

***For Immediate Release***

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**MINDSET MEDIA STRENGTHENS TEAM WITH NEW HIRES**

*Online Ad Network for Brands Expands Sales and Finance Departments*

NEW YORK, November 17, 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 core team with three key hires:

- JB Brokaw, Executive Director, Sales & Business Development
- Rosemary Biagioni, Finance Director
- Calvin Norman, Sales Director, Mindset Media Network

“We are thrilled to have a group of this caliber join the Mindset Media team,” said Jim Meyer, CEO and Co-founder of Mindset Media. “The company has been steadily expanding to keep pace with advertiser and publisher demands for our services that incorporate the Mindset Media psychographic standard. This group of talented individuals will be instrumental to our growth as a company,” added Meyer.

- **JB Brokaw, Executive Director, Sales & Business Development**

JB comes to Mindset Media with a tremendous track record in the online advertising industry. Prior to joining the company, JB served as Vice President and General Manager at Range Online Media where he was responsible for managing and cultivating client relationships, including Accor Hotels, Estee Lauder, and CompUSA. During his career, JB has also served as Director of Business Development for Quigo Technologies and National Sales Manager for CNET Networks. JB holds a B.A. in Education and Political Science from Trinity University.

- **Rosemary Biagioni, Finance Director**

Rosemary comes to Mindset Media with over twenty years of financial experience and has worked extensively in both traditional and online media environments. Prior to joining the company, Rosemary held senior-level positions at SilverCarrot, Independent Media Services, and Kari-Out Company. Rosemary holds a B.B.A. in Accounting from Adelphi University.

- **Calvin Norman, Sales Director, Mindset Media Network**

Calvin has spent the majority of his twenty-five year career as a New York sales executive, holding positions at CBS Inc., WABC-TV and Answers Corporation. He has also spent time as an internet advertising consultant providing business development strategy for clients, including Answers.com and The Associated Press. Calvin holds an A.B in English from Princeton University and a M.B.A from Columbia University.

### ***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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