

TIMES MEDIA SERVICES, INC.

Senior Living Guide Hires New Publisher for Tampa Bay Book

Tampa Bay, Fla. – Monday, June 8, 2009 – Times Media Services is pleased to announce that Trisha Randall has been named publisher of the local Senior Living Guide, The Yellow Book of Senior Living Options™.

Randall, who begins her new role today, will guide the sales and marketing efforts of the Senior Living Guide of Florida's West Coast that is distributed in the Tampa Bay area.

“We are pleased to have a seasoned professional join our team,” said Jerry K. Hill, president of Times Media Services, the division of Times Publishing Co. that owns Senior Living Guide. Randall will report directly to Hill.

With an extensive sales background, Randall has been a category sales manager, a niche products manager and a real estate account manager at Media General, which owns the *Tampa Tribune*.

Randall also has served as publisher of Tampa Bay Homebuyer magazine and area sales manager for real estate magazine publisher Harmon Media Group.

Joe D'Avanzo – who served as executive publisher of Senior Living Guide after Times Media Services purchased the guide from him in 2008 – has decided to retire. However, Joe still will have close ties to Senior Living Guide. He is now serving as a consultant, assisting in the expansion of Senior Living Guide into the Gulf Coast, including Pensacola and Mobile, Ala.

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About the Publisher

Times Media Services owns Senior Living Guide, a free directory of retirement communities, assisted living and nursing facilities, rehabilitation centers and home health and support services. It is printed twice a year. More than 90,000 copies of the West Coast edition are distributed at over 3,000 locations in seven Florida counties, including Pinellas, Hillsborough, Pasco, Hernando, Citrus, Manatee and Sarasota. Times Media Services is a division of Times Publishing Company, which also owns one of the top newspapers in the country and Florida's largest newspaper – the St. Petersburg Times.

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