



Times Launches Personal Best Section, Expands Health and Medical Coverage

St. Petersburg, Fla. – February 27, 2009 – As many Tampa Bay residents look for ways to improve their health, get fit, look good and try to hold back the years, the Times is launching a new section – Personal Best – to help.

Personal Best will debut Saturday, Feb. 28 as full-color section. It will be included in home delivered copies in Pinellas, Hillsborough and parts of Pasco counties and will appear every other Saturday.

It will feature health-conscious readers, local and national professionals in medicine, wellness and beauty.

“We’re ratcheting up our coverage of health and medicine. It’s a priority for our readers and a priority for Tampa Bay’s top newsroom,” said Times executive editor Neil Brown.

On TampaBay.com, readers can keep up with developing Personal Best at <http://www.tampabay.com/blogs/>. In addition, a comprehensive medical and health channel will be offered at <http://www.tampabay.com/news/health/>.

The Times’ team includes Health & Medicine Editor Charlotte Sutton, Richard Martin, Letitia Stein, and former WFLA-Ch. 8 health reporter Irene Maher. Investigative reporter Kris Hundley also will continue her award-winning medical coverage.

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is Florida’s largest newspaper with an average circulation of 390,289 Sunday and 268,935 daily (ABC publisher’s statement 9/30/08). Considered one of the top ten newspapers in the country, the newspaper has six Pulitzer Prizes to its name. **TampaBay.com** is Tampa Bay’s largest local news Web site, with a combined local and national audience of 1.6 million unique visitors each month (Nielsen//NetRatings average for 4/08-9/08).

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