

FOR IMMEDIATE RELEASE

Milestone Delivers Online Video for the Herald Tribune

SARASOTA, Florida (March 1, 2011) – Milestone Marketing Associates, Inc. is pleased to announce the Sarasota Herald-Tribune as the firm's newest client.

"The Sarasota Herald-Tribune is one of the most recognizable names in the local business community," says Milestone Marketing Associates president Matthew Anderson. "We're very excited about the opportunity to work with such an established local company."

Milestone recently completed an online video to promote the Herald-Tribune's new e-Edition, which provides subscribers with an exact digital replica of the daily newspaper. The 90-second video was written, animated and voiced by Milestone associates, and can be seen at <http://datacenter.heraldtribune.com/eedition/>.

"When we first conceived this project, we knew we needed a marketing partner that understood the nuances and potential pitfalls of online marketing," said James Holmes, Director of Marketing & Customer Engagement for the Sarasota Herald Tribune. "Milestone had the experience and the creativity we were looking for, and they certainly delivered for us on this project. We are very pleased."

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates, Inc. is a full-service marketing company headquartered in Sarasota, Florida. Milestone provides traditional advertising, marketing and public relations services, digital solutions including website design, online marketing, video production, as well as tradeshow consulting and corporate event management. For more information about Milestone Marketing Associates, call 1-866-794-1989, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

About The Herald-Tribune Media Group

The Sarasota Herald-Tribune was founded in 1925. Today, 85 years later, our company has transformed from a newspaper to a diversified media company known as the Herald-Tribune Media Group. The HTMG's mission is to be the most trusted and valued source of news and information in the market we serve. From our state-of-the-art headquarters in downtown Sarasota, the HTMG offers the most comprehensive local daily reporting in the region through traditional and digital news products, advancing our role as the information leader in Southwest Florida. The Herald-Tribune is the third-largest newspaper in the New York Times Co. and the largest newspaper in the New York Times Regional Media Group. For more information about The Herald-Tribune Group, call 941-361-4800 or visit www.heraldtribune.com.

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