



Scott Hill Named President, ProCirc Retail Solutions Group; Brings Anthony DiBisceglie to Group As VP

New York, NY (February 28, 2011) – ProCirc has announced the promotion of Scott Hill to President of the ProCirc Retail Solutions Group, effective immediately.

ProCirc simultaneously announced that in his new role, Hill has named Anthony DiBisceglie as Vice President of ProCirc Retail Solutions Group, effective March 7.

Hill has served as Senior Vice President of ProCirc's Retail Solutions Group since November 2005.

As President, Hill will oversee all operations for the retail group, which provides full-service strategic and operational magazine newsstand/retail management for nearly 20 media companies producing more than 650 releases per year and generating more than \$45 million in annual retail sales. These include regular and special interest publication releases from Athlon Sports; *Eating Well*; F&W Media; *Disney Family Fun*; *ESPN The Magazine*; IDG (*PC World*, *Macworld* and *GamePro*); *Latina*; *Newsweek*; *New York Magazine*; Taunton; *Wine Enthusiast* and other media company clients.

"Scott's retail and consumer publishing expertise and dedication have been core to the growth and success of ProCirc Retail Solutions Group, and he is the ideal executive to lead the Group as it continues to expand and enhance its services for existing media partners and a growing roster of new clients," says Zel. "Our retail services are increasingly critical to the consumer media companies who rely on ProCirc for highly effective and cost-efficient circulation outsourcing."

Prior to joining ProCirc, Hill was Vice President of Retail Sales for Hanley Wood LLC, where he was responsible for retail sales for consumer magazines and books. He also served as Director, Single Copy Sales for Primedia's Consumer Magazine Group and for McMullen Argus Publishing. He began his career as Marketing Manager for Reader's Digest Association's Pegasus Sales division.

Anthony "Tony" DiBisceglie, whose roles at ProCirc Retail Solutions Group will span account management and business development, has earned the industry's respect during his long career at Curtis Circulation. DiBisceglie brings extensive experience and knowledge in all areas of magazine newsstand sales and distribution. He has served as Vice President, Business Development for Curtis since 1985, a role encompassing oversight of the account team's implementation of marketing strategies. Prior to that position, DiBisceglie served in executive positions at Curtis that included Group Director, Publisher Sales and Development and account and sales management roles.

"We are extremely gratified to have Tony joining the ProCirc Retail Solutions Group team," says Hill. "His exceptional knowledge base, strong retail/publishing industry network and proven, results-oriented management capabilities will be significant assets as we continue to push to enable our clients to optimize their retail strategies, sales and efficiencies – to find and leverage the real opportunities that do exist in today's challenging retail environment."

Hill, currently based out of ProCirc's Cincinnati office (scott.hill@procirc.com), will relocate to its New York City office. DiBisceglie will also be based in New York.

Press: For more information, contact Marc Passarelli at marcp@digmarketing.com (212-840-2161) or Cary Zel at cary.zel@procirc.com (305-441-7155).

About ProCirc Founded in 1993, ProCirc is the nation's leading, full-service subscription and retail/newsstand circulation outsourcing company, providing strategic, analytical and operational support to media companies of all sizes. Clients (currently spanning more than 150 titles/consumer media brands with combined circulation of nearly 30 million) rely on ProCirc's experienced team of consumer marketers and newsstand professionals to optimize their individual marketplace and audience building opportunities while realizing significant cost efficiencies and marketing advantages through ProCirc's infrastructure, scale and industry partnerships. ProCirc is a division of DJG Marketing, LLC, which also includes DJG Marketing Services (integrated marketing/research services) and WRSS (public place distribution specialists). Contacts: New York (212) 840-2161; Miami (305) 441-7155