



For immediate release:

New managers named for **tbt***-Tampa Bay Times

St. Petersburg, FL — Dec. 2, 2004 — Twelve weeks after its successful launch, Marty Petty, Publisher of the *St. Petersburg Times*, named a permanent management team to run the free weekly publication and take it to the next level.

Beth Sholar, the *Times*' Chief Technology Officer has been named publisher of **tbt*** with primary responsibility for guiding the overall strategy, the business plan and cross-department collaboration. She adds this new responsibility to her existing role.

Kerry O'Reilly, currently deputy marketing director for the *Times*, will become **tbt*** general manager and assume overall day-to-day responsibilities. O'Reilly is expecting to fill other key positions in the areas of **tbt*** marketing, promotion and circulation shortly.

tbt*, which the *Times* launched on Sept. 10, is a news and entertainment tabloid targeted to 25-35 year olds. Published each Friday, it has a distribution of 75,000 copies in Hillsborough and Pinellas counties and is free to readers.

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