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FOR IMMEDIATE RELEASE:

St. Petersburg Times names new Circulation and Marketing Managers

St. Petersburg, FL — The *St. Petersburg Times* recently announced the appointment of three new managers in Circulation and in Marketing.

Linda Wallingford-Quarles has been named Deputy Circulation Director – Consumer Marketing, Sales & Customer Relationships. She will join the newspaper at the end of January. Ms. Wallingford-Quarles has been with the Plain Dealer Publishing Company in Cleveland since 1979, most recently serving as the Sales Development Manager. She also held positions of Market Research Specialist, Advertising Sales and Circulation Customer Relations Manager. She is nationally recognized as a public speaker, consultant and customer service trainer.

In her new role at the *St. Petersburg Times*, she will be responsible for circulation sales and promotions, retail marketing new business development, NIE and Customer Service.

Dave LaBell has joined the *Times* as Event Marketing Manager, a new position in the marketing department. He will be responsible for the development, production and promotion of *St. Petersburg Times'* consumer shows and expos. He will also manage the information centers and site-marketing function at *Times* marketing partner locations throughout the market, including the St. Pete Times Forum, Tropicana Field, the Ford Amphitheatre, and International Plaza & Bay Street.

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LaBell has been with the *Sarasota Herald-Tribune* since 1997 where he was responsible for more than 200 community events and sponsorships, developing new event marketing and revenue initiatives, and developing and producing 12 consumer shows each year. Prior to the *Herald-Tribune*, LaBell spent 13 years with the *Bradenton Herald*, moving from Retail Advertising Manager to the position of Promotions and Events Director and trainer in the Knight Ridder Talent Bank for event marketing.

Kyle Williams has been named Creative Manager in the marketing department. For the past six years he ran his own agency, LKW Advertising & Design and prior to that spent six years with Paradigm Communications in Tampa where he was Art Director. His clients have included Centex Homes, BrainBuzz.com, Alltel, Updegraff Lasik Vision, WMNF, Tampa Bay Brewing Company, and Tampa Bay Lightning.

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