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For more information contact:
Anthea Penrose, Public Relations Manager (727) 893-8461

FOR IMMEDIATE RELEASE:

St. Petersburg Times promotes Sales & Marketing Executives

St. Petersburg, FL — The *St. Petersburg Times* recently announced the promotion of two executives to new positions in the Advertising and Marketing departments.

Longtime Advertising Director, **Richard Reeves**, 55, has been named to the new position of Vice President for Advertising and Marketing. He will oversee both departments and the paper's market research unit. He will remain a director of parent company Times Publishing Co. and will lead the newspaper's search for a new Marketing Director to replace Ed. Cassidy who left the company earlier this year.

Moya Neville, 43, will succeed Reeves as Director of Advertising and assume direct responsibility for the advertising team. She joined the paper a year ago from the *Sarasota Herald-Tribune* as display advertising manager.

Reeves joined the *Times* as an advertising sales representative in 1982 from the *Gainesville Sun*. He was named Retail Ad Manager the next year and was deputy Advertising Director before being promoted to Ad Director in 1993.

Neville, who like Reeves is a graduate of the University of Florida, started her newspaper career 18 years ago at the *Bradenton Herald*. She began as a classified sales representative and rose to become its director of advertising and marketing. In 1997, she joined the Sarasota paper as Classified Advertising Manager and later was named Director of Advertising and Marketing.

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