

FOR IMMEDIATE RELEASE:

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St. Petersburg Times hires new Business Development manager for Electronic Publishing division.

St. Petersburg, FL -- David Knight has been hired by the *St. Petersburg (FL) Times* in the newly created role of Business Development manager for Electronic Publishing. He will be responsible for developing new revenue streams, leading key business initiatives and managing the Internet Sales team.

Knight comes to the *Times* from Knight Ridder Digital where he was Director of Sales for Automotive, Real Estate and Apartment classified categories managing online sales for 28 newspaper web sites. He joined Knight Ridder in 2001 after 18 successful years in advertising for the *Philadelphia Inquirer* and the *Philadelphia Daily News*. While in Philadelphia he held positions in advertising sales, operations, strategic planning, sales development and Internet integration. He managed the highly successful Advertising Planning and Development department which developed non-traditional revenue streams such as events, niche publications, broadcast partnerships and revenue opportunities with the Philadelphia Mayor's office.

Knight is a mentor for the Newspaper Association of America's (NAA) New Media Fellowship and the Maynard Institute's New Managers Program. He also is a member of the Communications Committee for the NAA's Diversity Board.

Knight can be reached at the *Times*' downtown St. Petersburg office (727) 893-8093 or via e-mail at daknight@sptimes.com.

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