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For Immediate Release:

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St. Petersburg Times names New Real Estate Classified Manager

St. Petersburg, FL - Michelle Hatch, Classified Advertising Manager at the *St. Petersburg Times*, announced the appointment of **Lisa DellaPenna** to Real Estate Advertising Manager for the Classified Division. Lisa was formerly a Senior Category Manager in Major Retail Advertising and has been with the *Times* since November of 2004.

Lisa has a Bachelor's degree in Marketing and Advertising from the University of South Florida, has a Real Estate Certification and has worked for the Florida Press Association, representing all Florida newspapers to both regional and national advertisers.

“She has a proven record of success in her current position,” said Hatch, “which includes Sales Person of the Year for the Major Retail Division in 2005, as well as serving on the launch committee for **tbt***. In addition to her professional experience, Lisa brings to her new position a dedication and passion for the continued success of the *St. Petersburg Times* and its customers.”

The Pulitzer prize-winning *St. Petersburg Times* is Florida's largest newspaper with an estimated readership of 688,900 daily and 857,100 Sunday. (ABC Audited 12/25/2005). One of the last independently owned newspapers in the US, the *Times* is owned by the Poynter Institute for Media Studies and employs approximately 2000 staffers, based primarily in the Tampa Bay area. For more information visit: www.tampabay.com.

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