

FOR IMMEDIATE RELEASE

(Shelton, Connecticut – September 26, 2008) **Cynopsis Media** has appointed **Chuck Bolkcom** as **President** and **Chief Operating Officer**, effective October 1. In this newly-established position, Chuck will oversee the company's strategic development of sales, marketing, product, and operations, reporting directly to **CEO Cynthia Turner**.

"Chuck brings to our team the expertise needed to develop more avenues to serve our readers and advertising partners; including the development of events, data services, industry alliances and new information vehicles. After over 11 years of Cynopsis success, it's important that we take the natural step of expanding our services with the addition of this executive," Turner continued.

"I've watched Cynthia build one of the greatest business-to-business publishing stories of the past decade, and have tremendous respect for the way Cynopsis Media serves the needs of entertainment and advertising professionals," said Bolkcom. "I am privileged to join this extraordinary entrepreneur and am looking forward to serving the needs of this community with the information and data required to excel their organizations."

Bolkcom joins Cynopsis Media from Vuze, Inc., a broadband video content delivery network, where he was Vice President of Advertising Sales. He spearheaded the delivery of advertising pilots for major entertainment clients in both the US and Europe, leveraging the media consumption of emerging media enthusiasts.

During his 25 years of experience, Bolkcom delivered publishing success at Reed Business Information; as Group Publisher of the Reed Television Group he led a major turn-around of both *Broadcasting & Cable* and *Multichannel News* magazines. At PricewaterhouseCoopers, he was a Director in the PwC Entertainment, Media and Communications advisory practice. Bolkcom also serves as a Vice President for the non-profit - Broadcasters Foundation of America.

Chuck Bolkcom is a Graduate of Southern Illinois University's Radio and Television Sales Management program and now resides in Mountainside, NJ with wife Sheri and their three children.

Cynopsis Media, LLC, in partnership with investment firm HT Capital Advisors, LLC, is publisher of four trade publications: *Cynopsis*, *Cynopsis: Digital*, *Cynopsis: International* and *Cynopsis: Kids!* With a total subscription base of more than 100,000 and a daily readership of over 300,000, Cynopsis Media delivers a concise and complete overview of the state of the entertainment and digital industries by 5:30am ET daily. For more information visit www.cynopsis.com and www.htcapital.com.

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