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JERRY D'ELIA, VICE PRESIDENT, DIRECTOR OF MANUFACTURING & DISTRIBUTION OF HEARST MAGAZINES TO CHAIR NYU'S PRISM AWARD LUNCHEON

This Year's Event to Honor Cathleen Black, President of Hearst Magazines

NEW YORK, November 1, 2007 — Jerry D'Elia, VP and Director of Manufacturing & Distribution for Hearst Magazines, will chair New York University's 2007 Prism Award event honoring Cathleen Black, President of Hearst Magazines and author of the newly released *Basic Black: The Essential Guide for Getting Ahead at Work (and in Life*). The Award is presented by New York University in recognition of distinguished leadership in the graphic arts and communications industry.

Sponsored by NYU's Master of Arts in Graphic Communications Management and Technology program, the 2007 Prism Award will be given to Ms. Black during the 22nd Annual Prism Award Luncheon on Wednesday, November 14th at the Pierre Hotel in New York City. Ms. Black has chosen Mr. D'Elia as her luncheon chairman and he will present the award to her.

Previous NYU Prism Award recipients include Richard Smith, CEO and Editor in Chief of *Newsweek*; Antonio M. Perez, President and Chief Executive Officer of Eastman Kodak Company; Anne M. Mulcahy, Chairman and CEO of Xerox Corporation; William L. Davis, Chairman, CEO and President of R.R. Donnelley & Sons Company; Henri Dyner, President and CEO of Sun Chemical Corporation; Janet L. Robinson, President and General Manager of *The New York Times*; and Katharine Graham, Chairman and former CEO of *The Washington Post*.

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Mr. D'Elia has had a remarkable 46-year career in magazine publishing, first at McGraw-Hill and, after a brief stint at Time Inc., he started at Hearst in 1980. After several promotions, he was named Vice President and Director of Manufacturing & Distribution for all Hearst domestic publications in 1990. D'Elia has his own share of awards, including the Franklin Event's Power of Communications, APPM's Production Person of the Year, Women in Production's Luminaire, Boy Scouts of America's Good Scout Award, NYC Technical College's Gold Key, and the American Jewish Committee's Humanitarian Award. D'Elia has also been inducted into *Publishing Executive's* Hall of Fame and the Gravure Association's Golden Cylinder Society. Commenting on his selection as the NYU Prism Luncheon Chairman, he stated: "Having the true honor of presenting Cathie Black with the NYU Prism Award is the biggest award of my career."

The proceeds of the Prism Award Luncheon help to fund student scholarships as well as student and program support for New York University's Graphic Communications graduate program, which offers curricula to develop the next generation of industry leaders. Since its inception, the Prism Award Luncheon has raised millions of dollars for education.

The Graphic Communications graduate program is based within the NYU School of Continuing and Professional Studies (www.scps.nyu.edu). Among the University's 14 colleges and schools, NYU SCPS has for the past 70 years focused on creating continuing education, undergraduate and graduate programs for adults seeking to advance in their careers and connect with the vibrant professional and academic networks centered within the School. In addition to the Graphic Communications Management and Technology program, NYU-SCPS offers professionally-focused Master's degrees in Publishing, Direct and Interactive Marketing, Public Relations and Corporate Communications, Fundraising, Human Resources Management and Development, Real Estate, Construction Management, Hospitality Industry Studies, Tourism and Travel Management, Sports Business, Management and Systems, Digital Imaging and Design, and Global Affairs.

MORE…

Tickets for the November 14th, 2007 Prism Award Luncheon are available from $750 per person to $6,000 for a Sponsor's Table of eight, and $10,000 for a Co-Chairmanship (which includes a dais seat as well as a table of eight). Reservations and additional information are available from the NYU SCPS's Office of Special Events. Please contact Anna Condoulis at 212-998-7003, by fax at 212-995-4130, or by e-mail at ac5@nyu.edu.

About the NYU School of Continuing and Professional Studies

Founded in 1934, the School of Continuing and Professional Studies (NYU-SCPS) is among the 14 colleges and schools that comprise New York University, one of the largest private research universities in the United States. Through its faculty, curricula and vibrant professional and academic networks, NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate and Construction Management (through the NYU Real Estate Institute); Hospitality, Tourism, Sports Management (through the NYU Preston Robert Tisch Center); Philanthropy (through the NYU George H. Heyman Center); Global Affairs; Communications Media, Publishing, Digital Arts, Design; Business, Leadership and Human Capital Management, Integrated Marketing, Public Relations, Legal Studies, Finance, Taxation, Accounting, Management and Technology (through the Division of Programs in Business); and the Liberal and Applied Arts, among others. Rigorous and timely programs in these and related areas attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, motivated adults earning undergraduate degrees (through the Paul McGhee Division), and New Yorkers of all backgrounds enrolled in approximately 2,500 continuing education courses, certificate programs, conferences, and seminars annually.

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EDITORS NOTE: *Electronic photos of Ms. Black and Mr. D'Elia are attached along with their biographies.*

BIOGRAPHY

JERRY D'ELIA, Jr.

V.P., Director Manufacturing & Distribution
Hearst Magazines

Gerardo (Jerry) D'Elia began his career at McGraw-Hill Publishing Company in 1961 as a cut clerk and messenger in the Production Control Department, now known as Manufacturing and Distribution. His job there was to proof the advertising letterpress plates and pick up/ship out manuscript copy, ad dummies and advertising plates for different magazines to the firm's various printing plants. Over the next 14 years, he received several promotions in that same department, moving to the magazines from Production Manager of *Coal Age* (1969-1971) to a three-year stint as Assistant Business Manager of the Mining Group magazines where he oversaw the makeup/manufacturing budget for four mining publications. He advanced to Group Manufacturing Manager in the newly re-organized Corporate Manufacturing and Distribution Dept. and joined Time, Inc. in 1976 as Assistant Production Manager in its Magazine Development Group, where he worked on *People*, *Money*, and *Life Special Reports*. Mr. D'Elia became Advertising Production Manager of *Cosmopolitan* at Hearst Magazines in 1980 and was promoted again in two-year increments to the posts of Manufacturing Manager of the Manufacturing & Distribution Dept., Manufacturing Operations Supervisor and Director of Manufacturing (at *Good Housekeeping*). In 1990, he was appointed Vice President, Director of Manufacturing & Distribution for all Hearst domestic publications.

His awards are numerous: 2006 Franklin Event Power of Communications, APPM Production Person of the Year, NYC Technical College Gold Key, Women in Production's Luminaire, American Jewish Committee Humanitarian, Boy Scouts of America Good Scout Award, *Production Executive's* Hall of Fame, and Gravure Association of America Golden Cylinder Society Inductee.

His affiliations include: President, The Navigators; President, APPM, Board of Directors, SWOP; Board of Directors, GAA; Board of Trustees, GEF; Board of GCA; Publishing & Production Executive Magazine Advisory Board; and Greater NY Councils Boy Scouts of America Committee.

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BIOGRAPHY

CATHLEEN BLACK
President
Hearst Magazines

Described as “The First Lady of American Magazines” and “one of the leading figures in American publishing over the past two decades” by the *Financial Times*, Ms. Black heads Hearst Magazines, a division of Hearst Corporation and one of the world’s largest publishers of monthly magazines. She manages the financial performance and development of some of the industry's best-known titles: *Cosmopolitan; Esquire; Good Housekeeping; Harper's BAZAAR; Marie Claire; O, The Oprah Magazine; Popular Mechanics; Redbook;* and *Town & Country* – 19 magazines in all. She also oversees nearly 200 international editions of those magazines in more than 100 countries. Most recently, she oversaw the launch of *Quick & Simple*, Hearst’s first weekly magazine in the U.S.

Aggressive international development worldwide as well as significant digital expansion are two key priority areas for Ms. Black, with all magazines having new websites in 2007.

Having begun her career in advertising sales with several magazines, including *Holiday* and *Ms*., she made publishing history in 1979 when she became the first woman publisher of a weekly consumer magazine: *New York*.

Ms. Black is widely credited for the success of *USA Today*, where for eight years starting in 1983, she was first president, then publisher, as well as a board member and executive vice president/marketing of Gannett, its parent company. In 1991 she became president and CEO of the Newspaper Association of America, the industry’s largest trade group, where she served for five years before joining Hearst.

She serves as a member of the boards of IBM and the Coca-Cola Company, and held a two-year term as chairman of the Magazine Publishers of America. She is also a board member of the Advertising Council, a trustee of The University of Notre Dame and a member of the Council on Foreign Relations. In 2006, she made *Forbes* magazine’s list of “The 100 Most Powerful Women” and was listed among *Fortune* magazine’s “50 Most Powerful Women in American Business” for the seventh consecutive year. In 2006, she was named “Corporate Publisher of the Year” by *The Delaney Report.*

Ms. Black is a graduate of Trinity College, Washington, D.C., and holds eight honorary degrees.

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