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NYTimes.com's Murray Gaylord to Lead American Advertising Federation

Frank Cooper, Pepsi-Cola North America, to Serve as Vice Chairman

WASHINGTON, D.C.—The American Advertising Federation (AAF) has elected advertising industry executive Murray Gaylord, vice president, marketing, NYTimes.com, as AAF chairman of the board of directors. Gaylord succeeds Andy Jung, senior director of advertising & media services, Kellogg Company. Frank Cooper III, Pepsi-Cola North America, will serve as AAF vice chairman. The announcement was made at the AAF National Conference 2007 in Louisville, Ky.

"I am pleased to announce Murray Gaylord as chairman of the AAF board of directors," said AAF President and CEO Wally Snyder. "Murray is a leader in the advertising community and has a unique combination of ad agency experience, Internet marketing at Yahoo! and nonprofit experience as a past chief operating officer of the Ad Council."

"I am honored to be named chairman of the AAF. It is a great organization that brings together advertisers, ad agencies and the media and reflects all that is great about the advertising business," said Gaylord. The AAF is local and national. It embraces diversity, creative excellence and education and honors the best of the best in the industry."

Gaylord's projected goals for his two-year term as chairman include a Web-based "AAF University," expanding AAF membership and strengthening the ADDY® brand. The purpose of "AAF University" would be to provide a series of webcasts to inform and educate AAF members in all aspects of advertising, media marketing and events; a curriculum would be developed with regularly scheduled presentations on a wide variety of topics.

Gaylord would also like to see AAF membership doubled by the year 2010. Based on research presented earlier this year, there are approximately 458,000 individuals working in the advertising industry. Ten percent of these individuals are represented in AAF membership. "As the unifying voice for advertising with members from agencies, media and advertisers, I believe we can achieve this goal."

Gaylord also stressed the importance of strengthening the ADDY® brand and increasing the number of entries annually.

Murray Gaylord is the second member of The Times Company to chair the AAF; Janet Robinson, president and CEO of The Times Company, served in the role from 2004 to 2005.

Prior to joining NYTimes.com, Gaylord was vice president of brand marketing for Yahoo! Inc. Gaylord led the company's advertising, market research, creative, trade marketing and community relations departments. He also served as executive vice president and the chief operating officer of the Advertising Council from 1997 to 2000, where he helped to create new executions of memorable campaigns such as Smokey Bear, "Friends Don't Let Friends Drive Drunk" and "A Mind Is a Terrible Thing to Waste."

AAF Vice Chairman Frank Cooper III is vice president, marketing, CSD Flavors, Pepsi-Cola North America (PCNA), where he oversees PCNA's entire noncola soft drink portfolio. Prior to his current role, Cooper was responsible for multicultural marketing, promotions, interactive marketing and sports. At Pepsi, he was instrumental in the debut of the first Super Bowl commercial produced by a minority agency.

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 215 college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF's Web site at <http://www.aaf.org>

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