



## **The NewsMarket Appoints James Lonergan CEO** *Veteran of TheStreet.com, Thomson Financial to guide company's expansion strategy*

NEW YORK, March 23 – The NewsMarket ([www.thenewsmarket.com](http://www.thenewsmarket.com)) today announced that James Lonergan will succeed Shoba Purushothaman as Chief Executive Officer and President effective immediately. Purushothaman, who co-founded the company with Anthony Hayward in 2000 and has been CEO since, becomes Chairman.

James Lonergan has over 15 years experience in managing and growing information businesses. Most recently, he was Executive Chairman and Director of publishing company Sports Information Group. From 2001 to 2007 he was President and COO of media and publishing company TheStreet.com (NASDAQ:TSCM) and grew the business into one of the most respected financial publishers. Prior to TheStreet.com, Lonergan served as COO at World Information Network and as EVP and COO at Thomson Financial (now Thomson Reuters) where he was instrumental in integrating business units and acquired companies into a cohesive organization. He serves on the boards of Sports Information Group and ManagementCV Inc.

In recent months, The NewsMarket has further expanded its product suite to include live streaming, a deeper network of video production partners and syndication directly to the media. As the video opportunity continues to grow, Lonergan will execute on the company's expansion and growth plans. Purushothaman, who will remain with the business full-time, will focus on corporate development.

"Jim has exceptional operational experience and will help move The NewsMarket to the next stage," said **Shoba Purushothaman**. "After nine exciting years of leading the company, I am thrilled to hand over the running of the business to someone of Jim's caliber. I look forward to devoting my energies to working with Jim and the team to exploit the opportunities ahead of us."

"The NewsMarket has a unique opportunity in the growing video space and I'm excited to help leverage the platform that has been built," said **James Lonergan**. "The company has an enviable client base and has established a foundation for tremendous growth and I look forward to expanding the company's footprint in the space."

"As we continue to execute on our aggressive growth strategy, we wanted to add strength to the management team, and Jim is the perfect fit for the business," said **Andrew Heyward**, board director of The NewsMarket. "The board sees outstanding growth potential for the company and wants to seize the opportunity in the marketplace. This new structure will position us well to do that."

The NewsMarket is the leading global video platform and helps organizations including Google, the U.S. Department of State, IBM, Panasonic, UNICEF, Facebook and Visa to aggregate, distribute and syndicate their video. More than 25,000 news organizations in 190+ countries use the company's platform to access video.

**About The NewsMarket**

The NewsMarket is the leading platform used by global brands, governments and NGOs to communicate with all their key audiences using video. The NewsMarket combines award-winning, proprietary technology with a unique, strategic approach to support the marketing programs of the world's leading brands including General Motors, Volvo Cars, the U.S. Department of State, IBM, UNICEF, Facebook and Google. The company's media site ([www.thenewsmarket.com](http://www.thenewsmarket.com)) is used by more than 25,000 media outlets in 190 countries to view and order free news video. Headquartered in New York, the company also has offices in London, Ahmedabad, Mumbai, Beijing and San Francisco. To learn more about us, visit: [www.thenewsmarket.com/postingcontent](http://www.thenewsmarket.com/postingcontent).

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