

**MAGNET MEDIA ADDS TO GROWING TEAM WITH FOUR NEW HIRES IN SYNDICATION,
BUSINESS DEVELOPMENT, AND PRODUCTION**

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NEW YORK, NY (September 29, 2015) — Magnet Media is pleased to announce the hire of four new team members to bolster its expanding syndication, business development, and production efforts.

“It’s important to Magnet’s success to continue building on our talent pool, hiring seasoned subject matter experts in their respective areas,” said Magnet Media CEO Megan Cunningham.

Christine Corey joins Magnet Media as a new Director of Business Development. She was previously the Director of New Business Development at Business Wire for more than a decade, and brings an impressive list of Fortune 500 accounts and a history of enterprise communications strategy to the role.

Kirby Calderon joins the team as its first Director of Publisher Development, working to expand Magnet’s video syndication offerings by expanding the number of premium publishers in Magnet’s network, negotiating both editorial (non-branded) and branded video placements.

Shantia Dobson is the company’s first Digital Content Coordinator, also on the Syndication team. She will continue her work with the company’s publisher partners, performing optimization and designing video analytics reports for clients.

Chi Laughlin has been a leading member of Magnet Media’s extended creative freelance community for the past several years. He now joins the team as its full-time copywriter, dedicated to both client projects and the company’s original scripted series.

“Our objective this year has been to expand all three disciplines within the Magnet Media Think, Make Reach practice: strategy, production and distribution,” Cunningham said. “In parallel to building our client base, methodologies, and partners, we must develop our team’s capacity. We feel privileged to continue to attract this level of talent to our team, and have never been more excited about the potential in web and mobile video.”

Magnet Media is a leading creative studio that tells stories through innovative digital strategy, video content creation, and their premium video syndication network.

Clients include top brands and media companies: Google, Mattel, National Geographic, Toyota, JPMorgan Chase, Adobe, PBS, Amazon, Blackrock, The Food Network, The Associated Press, Microsoft, and more.

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