

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

### **KEN BERRY DEPARTS FROM THE HONOLULU ADVERTISER TO RELOCATE TO TENNESSEE**

Honolulu, HAWAII (February 27, 2008) — Ken Berry, a force in Hawaii's newspaper industry during the past thirty-eight years, will leave The Honolulu Advertiser next month to relocate to Chattanooga, Tennessee.

Berry will be the new Director of Target Marketing for the Chattanooga Times Free Press in Chattanooga, Tennessee. He will report to Jason Taylor another Honolulu Advertiser veteran who recently resigned as Senior Vice President of Advertising and Marketing to become the President of the Chattanooga operation, a subsidiary of the WEHCO Corporation which owns several other daily newspapers including the Arkansas Democrat-Gazette.

Berry, who came to Hawaii in 1970 as editor of West Hawaii Today, took over the Sun Press in 1976 converting it from a small group of neighborhood newspapers into a \$25 million publishing operation.

He founded MidWeek in 1984 and worked with the U.S. Army to create the Hawaii Army Weekly in 1987.

Joining The Honolulu Advertiser in 2002 as its Special Projects Director, he upgraded its non-subscriber product, Island Weekly and was involved in the launch or re-design of an array of products including Dining Out, Homescape, TV Week, Auto Shopper and community People newspapers.

Berry is a past president of the Hawaii Publishers Association and was honored developing the "Media Company of the Year" in 1985 by the Hawaii Advertising Federation and as "Media Person of the Year in

2000" by the Associations of American Advertising Federation/Hawaii.

Berry's wife, Karen, The Advertiser's National Advertising Executive and its Retail Sales & Marketing Executive of the Year in 2006, will also join the Times Free Press as a Territory Advertising Manager. Prior to joining The Advertiser, Karen served as the Key Accounts Manager at MidWeek.

"The Times Free Press is an impressive newspaper with great leadership, wonderful owners and excellent facilities in one of the most beautiful cities in the country," said Berry. We'll deeply miss friends and colleagues, but the timing is right and the opportunities are too exciting to pass up."

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*Head Shots Attached*

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