

DISCOVER

WILLIAM HOSTETTER NAMED PUBLISHER OF DISCOVER MAGAZINE

Business Week Veteran to Head Ad Sales Efforts for the Magazine that Explores Science, Technology and the Future

New York, NY, September 17, 2007 — William C. Hostetter, a veteran ad-sales executive with nearly 20 years experience, has been named Publisher of DISCOVER magazine, it was announced today by Bob Guccione, Jr., CEO of DISCOVER Media LLC. Hostetter begins his duties immediately.

“We’re delighted to welcome Bill Hostetter to the DISCOVER family,” said Guccione. “Bill has a deserved reputation as an ad sales leader with a wonderful ability to grow business. Bill brings vision and energy and great imagination to us, and will help continue the resurgence of this long respected magazine. I’m very excited about working with him.”

Hostetter comes to DISCOVER directly from Business Week Magazine, where he has served in several capacities since September of 2002. While there, he developed highly successful national strategies for multiplatform partnerships in print, TV, online, and conferences.

Prior to joining Business Week, Hostetter was with Golf Magazine Properties (1997-2002). Prior to that, he was at Southern Living Magazine (1994-1997).

“I’m excited about bringing leadership to the sales team and be part of something that’s revolutionary,” said Hostetter. “Bob has a tremendous vision for the DISCOVER brand, and I’m ecstatic to be part of it.”

About *DISCOVER*

DISCOVER poses essential questions and tackles highly topical, sometimes controversial issues on the cutting edges of science, technology and the future. The magazine’s mandate is to unlock the mysteries of science in a way that reveals its wonder and captures the imagination of its readers. Every month, DISCOVER features the groundbreaking innovators and seminal thought leaders who are shaping tomorrow’s world today. DISCOVER is published by Discover Media LLC, headed by CEO Bob Guccione, Jr.

DISCOVER is online at www.discovermagazine.com.

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