

**FOR IMMEDIATE RELEASE**

## **BASSETT MEDIA GROUP ADDS CHIEF OPERATING OFFICER TO ITS EXECUTIVE TEAM**

### **Former president of AOL Canada set to guide company post-IPO**

**Toronto, August 5, 2009**—Bassett Media Group Inc. today announced that it has added Joseph Arcuri to the company's leadership team as its Chief Operating Officer. "With our company about to go public, and with the number of growth opportunities we are exploring, I felt we needed someone with the right combination of entrepreneurship and corporate managerial experience to guide us at the most senior level," said Bassett Media Group President and CEO Matthew Bassett. "Looking at Joseph's background, it was immediately apparent that he was the right candidate. I am extremely excited that he chose to join our team." Mr. Arcuri was most recently president of AOL Canada Inc. A chartered accountant, he has a solid track record both as an entrepreneur, having managed several pioneering technology companies, and as a member of the executive teams of some of corporate Canada's more established technology companies. He also co-founded one of Canada's first managed IT service companies, Bird On A Wire Networks, and led Bell Canada's managed and outsourced IT services group. "What's exciting to me is the opportunity to take a relatively young company and see it grow and evolve," Mr. Arcuri said. "I look forward to playing a key role in that process." Added Mr. Bassett: "I also want to acknowledge the work done by Joel Fatum and the people at Ray & Berndtson, the global executive search firm, who successfully completed the COO search."

### **About Bassett Media Group**

Bassett Media Group specializes in digital out-of-home advertising. The group is comprised of:

- Impulse Media: In-store digital screens in 125 Rexall Pharma Plus locations nationwide.

- Concourse Media: Digital screens located at the concourse level among Toronto's financial district.
- And Bassett Publishing: Offering the market two high-end publications – *Lush* and *Argyle* magazines.

**For more information:**

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