

**For Immediate Release**



***CraveOnline Expands Sales Teams in NY & Chicago to Service Online Advertiser Growth***

**LOS ANGELES, CA – May 29, 2008** -- CraveOnline.com ([www.CraveOnline.com](http://www.CraveOnline.com)) a leading lifestyle destination for men featuring video, movies, TV, music, sports, games, cars, humor and more, announced today the appointment two new sales veterans, Doug Hoenig and Danielle Reiter to the growing CraveOnline sales team.

Hoenig joins CraveOnline as Midwest Account Executive. He is responsible for selling online advertising for CraveOnline covering the Midwest region, including part of Chicago, TX, MN, OH and MO. Prior to joining CraveOnline, Hoenig was Midwest Online Account Executive for Comcast Networks selling advertising across Comcast Networks' family of sites (E!, Style, G4, Versus).

Danielle Reiter joins us as East Coast Account Executive, responsible for selling online advertising for CraveOnline in New York. Reiter began her advertising career on the agency side, starting at Mindshare working on BMS, Universal McCann spearheading the U.S. Army account and serving as an Account Manager at CBSSports.com.

Hoenig and Reiter join current CraveOnline SVP of Sales David Cohn, formerly VP of Digital Media Sales for World Wrestling Entertainment. "For online marketers, CraveOnline offers opportunities for both broad reach and deep niche ad placements," stated Cohn. "We are excited to bring these veterans to the CraveOnline sales team."

**About CraveOnline.com**

[CraveOnline.com](http://www.craveonline.com) ([www.craveonline.com](http://www.craveonline.com)) is a leading lifestyle destination for young men ages 18-34 and also serves as the demographic/psychographic hub for a family of other male-centric web properties featuring video, movies, TV, music, sports, games, cars, humor and more. As one of the fastest growing destinations on the web with sites like ComingSoon.net,

Sherdog.com, ActionTrip.com, Superherohype.com and SpikedHumor.com. CraveOnline attracts over 32 million unique visitors per month, and is larger than leading competitor Heavy Networks and twice the size of Maxim. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Recent brand advertisers include Hanes, Wrigley, Burger King, Axe, 20<sup>th</sup> Century Fox and Rockstar Videogames. The company is based in Los Angeles with sales offices in New York, Chicago and San Francisco. CraveOnline is part of AtomicOnline ([www.AtomicOnline.com](http://www.AtomicOnline.com)), a diversified online media company.

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