



independenceMedia

MANAGEMENT BIOGRAPHY

HOWARD BLUMENTHAL

CEO, Independence Media

Howard Blumenthal has worked in senior roles in television, music, Internet, book and magazine publishing, software, advertising and marketing. As CEO of Independence Media since September 2006, he is transforming a non-commercial TV station into a multi-platform global learning network.

Previously, he was CEO of New Century Television, which develops and distributes Internet TV channels for clients such as Denmark Tourist Board, Rutgers and La Salle universities, and for individual subscribers.

Previously, Blumenthal was Senior VP, Brand Marketing for Bertelsmann's e-commerce music group. This role evolved as Bertelsmann merged CDNow with BMG Direct. As Senior VP, Marketing & Media at CDNow, he oversaw content, advertising, public relations, design, research, business development, and strategy. He was one of four senior executives leading this \$130M company.

Prior to CDNow, Blumenthal was the President and Co-founder of Glow in the Dark Productions, a program supplier to cable networks including HBO, History Channel, and Food Network. Previously, he was Senior VP for KIDSOF, Hearst's innovative children's software marketer.

His television credits include the Peabody and Emmy Award-winning *Where in the World Is Carmen Sandiego?*, which he created and produced for PBS, and MTV's groundbreaking *Remote Control*. Earlier, Blumenthal built and managed VCA Programs (part of Video Corp. of America, a public company) to develop and market of sponsored home videos. At Warner Communications, he initiated the development effort that became MTV; and headed interactive development for QUBE.

Blumenthal's extensive work in development and marketing has included projects with industry leaders including Polaroid, RCA, Hearst, HarperCollins, American Express, Eveready, Toshiba, Warner Publishing, Cartoon Network, The Learning Company, Wiley, CompuServe, Kodak, Parker Brothers, GE, AT&T, Merriam-Webster, Palm, Digitas, and Philips/Magnavox.

He is also the author of more than 20 books about business, marketing, creativity, history, music, and media. For 15 years, he wrote a syndicated column (NY Times Syndicate and United Features) for more than 100 newspapers about consumer technology. He has been a faculty member at the Annenberg School for Communication at the University of Pennsylvania, and New School University.

INDEPENDENCE MEDIA BOARD OF DIRECTORS

René DeGeorge Smith, Chair
David Haas
Brian Preski

Karen Kirchner, Vice Chair
John Schwartz
Philip A. Marchese, CFP®

David Oh, Secretary
Dr. Robert Corrato
Sharon Sorokin, Esq.

Ellen Rosen, Treasurer
Vinit Dhruva, CFP®
Janet Fiore