



Premion Expands Regional Sales Leadership Team to Further Increase National Reach

Adds Shawn Edwards, Doug Tierney and Tony Mastromatteo to Lead Los Angeles, San Francisco, Boston & Philadelphia Markets

November 27, 2018 - NEW YORK – Premion, the leading premium CTV/OTT advertising solution for regional and local advertisers, today announced the addition of three new regional sales leaders to address the accelerating growth of the streaming advertising market. Effective immediately, Shawn Edwards, formerly Vice President of Sales for KNBC TV, will serve as Regional Sales Manager for Los Angeles with oversight over San Francisco; Doug Tierney, formerly of Comcast Spotlight, joins as Regional Sales Manager for Boston; and Tony Mastromatteo is joining as Regional Sales Manager for Mid-Atlantic, Philadelphia.

These appointments expand Premion’s direct sales team, which now encompasses New York, Chicago, South-East Region (Atlanta-based), Los Angeles, San Francisco, and newly added Boston and Mid-Atlantic, Philadelphia. The Regional Sales Management team is responsible for business development and managing national agency relationships within their territories, in addition to local, direct brand and regional agency relationships.

Premion is TEGNA’s industry-leading CTV/OTT advertising platform which allows local, regional and national advertisers to reach targeted audiences in premium live and on demand programming at scale. With its commitment to guaranteed quality and delivery, Premion has built direct relationships with the largest and most trusted networks to ensure top quality premium content, transparency and brand safety.

“As the streaming advertising leader, powered by premium brand-safe content and data innovation, Premion has built a proven track record of trust and reliability with brand marketers and agencies,” said Jim Wilson, President of Premion. “By adding three top performers to our sales leadership ranks, we’re positioning Premion for continued growth as we drive richer targeting and new innovations to solve advertisers’ biggest concerns of brand safety, transparency, addressability and scale.”

In bolstering Premion’s Los Angeles and San Francisco markets, Edwards brings 25 years of experience in helping broadcast, network affiliates and MVPDs increase revenues and market share across linear and non-linear platforms, including 18 years at NBC Universal in various sales management roles.

In overseeing the Boston and Providence markets, Tierney is an OTT and live sports programming expert. Prior to joining Premion, Tierney spent eight years at Comcast Spotlight selling linear TV, digital/OTT products and political advertising, where he won the 2014 President’s Club Award as one of the top account executives in the country.

In leading the Philadelphia market, Mastromatteo brings over 20 years of media experience to Premion. An experienced media buyer and seller, he has advised large well-known brands on how to remain dominant in an ever-changing media landscape. For more than a decade, Mastromatteo has also served as Adjunct Professor teaching Media Planning and Advertising Media Sales at Towson University, his alma mater.

Since its launch in November 2016, Premion has experienced tremendous momentum and has reliably delivered billions of impressions through tens of thousands of campaigns, for thousands of clients in more than 200 DMAs.

About Premion

Premion, part of TEGNA Inc. (NYSE: TGNA), is the leading premium CTV/OTT advertising platform for regional and local advertisers. With direct ad insertion into more than 125 branded networks, Premion's *Certified Network Quality Content Providers* is built from direct relationships with the most trusted networks to deliver the highest level of transparency and brand safety at scale. With the largest and most accurate US household device graph of 90 million households and over 2,500 custom segments, Premion makes it easy for advertisers to target and reach engaged audiences with precision. For more information, visit www.premionmedia.com.

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