

For Immediate Release

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Manchester, NH – Travis York, the President of Griffin York & Krause (GY&K) in Manchester, NH is one of the featured speakers at this year's New England New Media Association (NENMA) Fall Conference on Thursday, October 30 at the Doubletree Hotel in Lowell, MA.

York, alongside online marketer Datran Media Executive Vice President of Operations Dave Hendricks, will lead a discussion on using interactive marketing, and specifically e-mail, as a revenue stream for newspaper publishers. The panel will be moderated by Ernesto Burden, Vice President of Digital Media for The Telegraph.

"Unfortunately, traditional newspapers are experiencing a downturn in advertising revenue and a loss in readership, due to the fact that we are living in a world cluttered with content and information. The abundance of online news sources, including blogs and other sites, as well as 24-7 televised news networks are stealing readers," said York. "This conference is a great opportunity to demonstrate to editors and publishers the tactics and strategies to combat the challenges and create new revenue."

York has worked on Internet marketing initiatives since the practice began. His experiences have ranged from awareness and acquisition initiatives to loyalty and retention programs for brands such as the Campbell Soup Company, Guinness, Intel, Irving, Royal Caribbean, Tyco International, and more. Recently, York led a team at GY&K for the creation of Lottery Replay!™, an online loyalty and marketing rewards program. York and the interactive team at the agency created this first-of-its kind interactive program for long-time client the NH Lottery. Almost \$100 million in tickets have been entered into the program since June 2006 and has begun a new way for lotteries to interact with customers through the web, texting, and other digital mediums.

For more information on NENMA's 2008 Fall Conference, visit www.nenma.org.

About Griffin York & Krause

Headquartered in Manchester, NH, GY&K is an advertising and strategic communications agency selling products and services that help companies market and

sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complementary services including: advertising, design, media, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes CWCapital, the New Hampshire Lottery, Catholic Medical Center, Irving Oil, St. Mary's Bank, Newforma, Eastern Connecticut Health Network and Globe Manufacturing Company.

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