



## Press Release

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**Riverside Media Sales  
Global Media Network, Inc.  
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### **Riverside Media Names James Paroline Director of Sales for the U.S. Eastern Region**

**Lake Placid, N.Y.** -- Riverside Media/Global Media Network, Inc., a leading provider of global media services and advertising sales representative for major media companies throughout the world, today announced the addition of James E. (Jim) Paroline to its sales team as Director of Sales for the 17-state U.S. Eastern Region.

Paroline joins Riverside following his successful career as an independent consultant to the advertising, public relations and marketing industry segments. Working out of Riverside's New York City office, he will be responsible for the company's Asia/Pacific media portfolio, developing and maintaining agency, network and advertiser relationships, and implementing sales programs for clients wishing to extend their marketing investment, leveraging their brands and building market share internationally.

"Jim comes to Riverside with a wealth of advertising knowledge and experience. Having previously owned an advertising agency in New York City, he brings a fresh perspective to our side of the table. Jim's strengths in strategic planning and developing new

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business will be instrumental in achieving our corporate goals,” said W. John Holmes, president of Riverside Media. “We are extremely fortunate to have such a seasoned professional join our team,” he added.

Riverside Media is the North American advertising representative for the premier media companies in the Asia/Pacific, Europe, the Middle East, and Africa. An independent U.S. – based operation, Riverside has provided simplified and centralized access for North American ad agencies and advertising clients to major consumer and trade media of all types worldwide for the last 30 years.

Advertising internationally can be complex and challenging. A core competency of Riverside Media is its ability to help its clients deal with those complexities and meet those challenges. Riverside acts as a conduit and facilitator for international placement, providing cost-effective solutions for businesses of all sizes and advertising agencies that wish to extend their reach.

For more information visit [www.accessriverside.com](http://www.accessriverside.com) or call 518-523-4794.