



Press Release

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**Riverside Media Sales
Global Media Network, Inc.
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Riverside Media Appoints Sales Rep to Mine the International Education Market

Riverside Media/Global Media Network, Inc., a leading provider of global media services and a sales representative for major media companies throughout the world, today announced the addition of Shanin Dockrey to its sales team as an independent account manager for the education market.

Shanin joins Riverside from the academic publishing industry. As a developmental editor for higher-education publishing houses, she served as an integral liaison for foreign writers and their North American audience. Her background in social sciences and experience in marketing as well as publishing will be a strong foundation for establishing Riverside's strategic relationships in the education sector. She has a bachelor of arts in liberal studies and anthropology from Northern Arizona University and will work from a satellite office for Riverside in Saratoga County, New York.

Shanin will assist North American educational institutions wishing to recruit potential students outside North America by helping them navigate the complexities of the international advertising markets – from effective planning to buying, placement, and implementation of campaigns.

"North American universities are among the best in the world," W. John Holmes, President of Riverside, said. "Globalization and increased affluence have made these institutions viable and attractive alternatives for students from outside our borders. At the same time, these universities are competing for the best and brightest of these



international student populations. We see the expansion of our business in the educational sector as an important element of our growth strategy, and see Shanin as an extremely important player in implementing that strategy.”

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 representative, Riverside has provided North American ad agencies and advertising clients with simplified and centralized access to major consumer and trade media of all types worldwide for the last 30 years.

For more information visit www.accessriverside.com or call 518-523-4794.