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For Immediate Release

LIN MOBILE NAMES JONATHAN SCHWARTZ DIRECTOR OF PUBLISHER DEVELOPMENT

New York, NY January 7, 2015 – LIN Mobile, a premium provider of mobile marketing solutions, announced today the hiring of **Jonathan Schwartz** as director of publisher development. Schwartz was previously the general manager of Bankrate Inc.'s owned and operated sites.

In this new role, Schwartz will be responsible for driving the adoption of LIN Mobile's ONE Audience platform, while forging tighter strategic alliances with key premium local and national media companies. He will work closely with publisher development resources to drive inventory access and growth for the company.

"I'm looking forward to joining the LIN Mobile team at such a defining time for the mobile industry, and excited that I can offer my deep experience in digital and working with distinguished publishers and brands," said Schwartz.

Prior to his position at Bankrate, he was the vice president of business and product development at Minyanville Media and was the Markets editor at Forbes.com, covering large-cap stocks as well as producing and hosting an online video series called "The Week Ahead in Markets."

"Jonathan brings extensive experience working with premium publishers to LIN Mobile to drive adoption of our industry-leading ONE Audience platform," said LIN Mobile CEO Kevin Wassong. "With more than 70 million unique visitors across premium local media properties on the roster, Jonathan provides the leadership and passion to accelerate our growth as a top provider of mobile solutions for premium brands and agencies across the U.S."

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About LIN Mobile

LIN Mobile is one of the largest providers of comprehensive mobile advertising solutions for advertising agencies and brands. With more than 70MM direct access unique visitors in the US according to comScore, (ONE Mobile) LIN Mobile helps brands reach consumers through the most trusted, direct access to inventory in the industry. The LIN ONE proprietary platform, Responsive Square creative suite and deep analytics, combines quality content, consumer engagement and location and contextual targeting so advertisers can reach their target audience. LIN Mobile reaches more consumers directly utilize Media General's owned and operated properties and strategic partnerships with premium media brands create the optimal solution for mobile marketing. LIN Mobile is national in scope, hyper-local, driven by data, and infinitely scalable.

[Headshot](#)