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Ascend Integrated Media Announces Expanded Roles for Key Executives

Overland Park, KS — (February 16, 2011) — Ascend Integrated Media, and its operating brand Ascend Media, announce a round of executive promotions which reflect the custom publishing company's commitment to build and maintain a dedicated and effective management team as it serves to deliver the best in custom media to its clients.

These promotions are in recognition of the amazing year Ascend Integrated Media has had and the impressive work our team has created, designed and delivered. Over the past 12 months, the company's team of specialized content experts has won 26 national and international awards for journalism, graphic design, mobile app development, multi-media product creation and web site design. All of these contests were judged by professionals and industry peers.

Cam Bishop, CEO of Ascend announced the promotions by saying, "because of this team's unprecedented level of award recognition and their continued dedication to quality, we are proud to recognize them publicly and with promotions to the position of vice president."

Kate Hegarty, formerly the Director of Procurement, is now Vice President of Procurement, in charge of all print purchasing, venue distribution as well as our project management team. Rhonda Wickham, previously Director of Content, is now Vice President of Content where she manages Ascend's internal team of writers, designers, editors and layout artists who create all of the content for over 500 projects that the company creates each year for its client base of nearly 60 companies and associations. Scott Harold, who was Director of Digital Media, has been promoted to Vice President of Digital Media overseeing all of Ascend's digital media initiatives including web design, mobile app development and SMS text message-based programs.

In addition to these executive level promotions Ascend also announces the promotion of Kevin Ku from eMedia Developer to Director of Digital Media Development. Kevin will now be in charge of managing a team of developers to create the online and mobile products Ascend provides for its clients. Along with the promotion of Mr. Ku came the announcement that in recognition for his commitment to quality work and 20 years of service to the company, Greg Sackovich formerly Senior Managing Editor is promoted to Editor-in-Chief.

About Ascend Integrated Media - [Ascend Integrated Media](#), and its operating brand Ascend Media, is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.