



IN NEW YORK MAGAZINE
WHERE® MAGAZINE NEW YORK
WHERE GUESTBOOK® NEW YORK
QG: NEW YORK CITY'S QUICKGUIDE
IN NEW YORK MAP

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LAUREN ALPERIN NAMED VP OF SALES DEVELOPMENT AT MVP/NY

New York (November 2009): Lauren Alperin has been named Vice President of Sales Development at Morris Visitor Publications New York (MVP/NY), the leading resource of New York City information for travelers and local residents.

Previously the Sales Development Director at MVP/NY, Alperin started as an account manager in May 2002. She grew a neglected territory into a flourishing sales portfolio for *IN New York* magazine, meeting and exceeding Publisher Merrie L. Davis' targets. In September 2004, she became the first salesperson to break the \$1,000,000 mark for a single product (*IN New York*).

Today, she uses her sales, marketing and account management expertise to develop long- and short-term strategy for five separate products, adding *Where New York* magazine, *Where Guestbook New York*, *QG: New York City's QuickGuide* and *IN New York Map* to the flagship monthly. Lauren has also focused her energies on growing and promoting MVP/NY's digital properties, including classic and mobile versions of innewyork.com and wheretraveler.com.

About MVP/NY

Morris Visitor Publications New York (MVP/NY) is a division of Morris Communications Company. MVP/NY's market-leading visitor publications include *IN New York* and *Where® New York* magazines, *QG: New York City's QuickGuide*, *Where GuestBook® New York* and *IN New York Map*. Reaching every segment of the visitor market—from leisure and family to business and luxury travel—MVP/NY products appear at more than 300 of New York's most distinguished hotels, visitor centers and high-traffic attractions, private clubs, airports, on New York Water Taxi boats, Amtrak trains and Acela VIP lounges and in upscale corporate housing, generating an annual readership in excess of 34 million. For more information, log on to www.mvpny.net and www.innewyork.com.