



**greentechmedia:**

**FOR IMMEDIATE RELEASE**

## **Greentech Media Appoints Michael Kanellos Editor in Chief**

*Former CNET Technology Writer to Guide Greentech Media in Next Phase of Editorial Growth*

CAMBRIDGE, Mass. – November 18, 2008 – Greentech Media Inc., the industry's leading Internet media and research firm covering greentech/cleantech markets, today announced the appointment of Michael Kanellos to the position of Editor in Chief. Online content, including daily news, blogs and multimedia, is a priority for Greentech Media's integrated business model, which also includes market research and critical networking events. Michael's new role as Editor in Chief will be instrumental in shaping the continued growth and leadership for Greentech Media in the market.

"The company is in a stage of critical growth and we are confident that Michael is the right person to lead the evolution of our online content to the next level," said Scott Clavenna, President and CEO of Greentech Media. "Michael's significant experience at CNET and his knowledge of greentech markets provide the foundation we need as we continue to grow Greentech Media into the premier online property covering this industry"

"Providing focused coverage of specific greentech vertical markets will be important to better serve the needs of our readers going forward and I'm excited about guiding Greentech Media's online content toward that end," said Michael Kanellos. "There are a lot of exciting strategic initiatives going on internal to the company at the moment and I'm thrilled to be working with such a great team to roll them out over the coming months."

### **About Greentech Media**

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

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