



Contact: Leslie Mancuso  
Marketing Manager  
lmancuso@chasemultimedia.com

FOR IMMEDIATE RELEASE: January 16, 2009

### **Chase Media Emerges From PennySaver Roots**

**Yorktown Heights, NY** – On the occasion of its 50<sup>th</sup> anniversary, the Yorktown PennySaver has announced the official forming of its reorganization as Chase Media Group.

The Yorktown PennySaver, founded by John and Christa Chase, has become synonymous with the growth of upper Westchester, known as the North County, serving buyers and sellers and community interests since 1958.

“Through the years the company formed a variety of business units to better serve the growing needs of our customers. We can now deliver the PennySaver and the market exchanges so familiar to readers, in an online product which extends their reach and productivity for local customers,” said Carla Chase, CEO and president of Chase Media Group. “Website development and hosting, direct mail fulfillment, national flyer inserting, IT services, glossy coupon shoppers and attached cards, and a state-of-the-art printing subsidiary, combine to form the comprehensive media group now named Chase Media Group,” she added.

Chase Media Group also owns and operates North County News, which has served the community with award-winning local news, business, and sports for forty-two years. According to company spokespeople Chase Media Group is investing at a time when most others are holding forth during uncertain economic times. They reported that great gains are easier to achieve for those who are market savvy and with the strength to pursue market opportunities with vigor.

While the newspaper industry is retracting from changes to the traditional classified advertising model, Chase Media Group confirmed an aggressive market effort to recast its traditional models and grow new business entities. “Changing economic conditions and market models provide unique opportunities to redefine oneself and learn how to better serve the customer,” said Dave Fitzmorris, who heads the newly-formed Chase Press, the fastest growing unit of the Media Group.

Chase Media Group, a multimedia company in Westchester County, publishes and prints more than thirty editions of the *Yorktown PennySaver*, as well as North County News – one of the oldest, most respected newsweekly in northern Westchester. Chase Media Group offers print

and online advertising solutions such as display and classified advertising, direct mail, inserts, MVP cards, commercial printing, web design/hosting and IT services. The company is headquartered in Yorktown Heights, New York, with offices in Wappingers Falls, New York. For more information about Chase Media Group, please call Leslie Mancuso at 914.962.3871 Ext. 472 or email [lmancuso@chasemultimedia.com](mailto:lmancuso@chasemultimedia.com).