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Contact: Frank Cioffi
frankc@medialinkgroup.com
415-893-1570

ELDR Magazine & ELDR.com Hire Robert A. Tramondo As Vice President of Advertising

Magazine Industry Veteran Will Lead National Sales Team

(Berkeley, CA) March 17, 2008 - ELDR Media, publisher of ELDR magazine and ELDR.com, has hired magazine industry veteran Robert A. Tramondo as Vice President of Advertising. Tramondo will be based in New York City.

ELDR Media, which launched ELDR magazine and ELDR.com in the summer of 2007, is the first media company specifically targeting the affluent and active 60-plus demographic. ELDR was recently chosen from among 700 new magazines as one of the 15 “Hottest Magazine Launches” of 2007 by Media Industry Newsletter (MIN).

Tramondo joins ELDR Media after more than three decades of magazine management and advertising sales experience. He previously held the post of Vice President, Associate Publisher of *Travel + Leisure* where he managed the advertising sales team for over a decade. He has also held senior advertising sales management positions at *Avenue Magazine*, *Platinum Magazine*, *Campus USA Magazine*, and *Playboy*.

“Robert is one of the best in the industry,” comments Chad Lewis, CEO and founder of ELDR Media. “It was a huge win for our company to attract someone of his caliber. His experience and passion for ELDR’s content make Robert a welcome addition to our outstanding team.”

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“There’s a lot of media trying to reach the aging market, but ELDR is the only one targeting the more educated and affluent segment of that market,” says Robert A. Tramondo. “Of the estimated 1.2 trillion dollars in spending power people over-60 command, the ELDR audience is the sweet spot. I am very excited to be part of the ELDR Media team and maximizing the advertising revenue that ELDR’s empowering content is attracting.”

About ELDR Media LLC ELDR is a media company which seeks to inspire the affluent elder to live a more meaningful life, to celebrate the joys and to navigate the challenges of aging. ELDR is the first media company targeting the 60-plus active and affluent demographic. ELDR was founded by senior housing innovator Chad Lewis and pioneering magazine editor and entrepreneur David Bunnell. ELDR Media LLC is headquartered in Berkeley, California. Visit ELDR online at <http://www.eldr.com>.

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