



****MEDIA ALERT****

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**THREE LEADERS IN NEW MEDIA AND NONPROFIT SECTORS
JOIN LINK MEDIA BOARD OF DIRECTORS**

**Robert Cook, Robert Ottenhoff and Rachel Payne
to enhance Link Media strategic visioning for next three years**

San Francisco, CA, June 13, 2011 – Link Media, Inc. has elected Robert Cook, Robert Ottenhoff and Rachel Payne to serve on its Board of Directors.

Announcing their appointment on Friday, Link Media Board Chair Don Buder said, “Link has selected three top leaders in the new media and nonprofit sectors to help shape how Link connects audiences to powerful news and perspectives from around the world. We’re honored to have their leadership as Link enters its next phase of growth and impact.”

The new members each will serve a renewable three-year term.

Robert Cook is a technology entrepreneur and was most recently Executive Vice President of Product Development and Co-Founder, Metaweb Technologies, Inc., which was sold to Google in 2010. Cook led the San Francisco office of Applied Minds, Inc. (Metaweb’s parent company) as Director of Knowledge Product Development. He spent his early years building computers, software and video games -- at age 15, Cook created database software for a small publishing company. Since then, Robert has been a programmer with such notable companies as Broderbund Software, and Director of Technology at Smoking Car Productions. Robert holds a B.S. in computer science from Yale University. He resides in Berkeley, CA.

Robert Ottenhoff is President and CEO of GuideStar, a national nonprofit that provides information to advance nonprofit transparency and encourage charitable giving. Bob has 25 years of management experience in public broadcasting and high-tech companies, including nine years as chief operating officer of the Public Broadcasting Service. Bob also currently serves on the board of Vision TV, Grameen Foundation USA, AAFRC Trust for Philanthropy, and the e-Philanthropy Foundation. Bob holds a master's degree in planning from Rutgers University. He resides in Washington, DC.

Rachel Payne is Head of Industry, Technology for Google. Previously, she was on the management for Google establishing their sub-Saharan Africa business operations as Country Manager for Google Uganda. Rachel served on the founding team of Google.org, and was a

senior program officer on the Global Development team. Prior to Google, Rachel worked at a number of successful Silicon Valley technology companies, including eBay, IDG and Hotwire. Rachel serves on the Global Advisory Board for BRAC USA. Rachel earned an MBA in Global Management and Public Management from Stanford University, and a B.A. with distinction from Smith College. She resides in California.

ABOUT LINK MEDIA

Link Media is an independent, noncommercial media organization whose mission is to engage, inform and inspire viewers to become involved in the world. Link Media operates Link TV, one of the nation's largest independent television broadcasters, providing a mix of documentaries, news and cultural programming not typically available on other U.S. networks. A Peabody Award-winner, Link's original and acquired content is available as basic service on DIRECTV channel 375 and DISH Networkchannel 9410, reaching more than 35 million U.S. households. Select Link TV programming also airs on 220 cable outlets, including in New York, Los Angeles and San Francisco, reaching an additional 20 million homes. Link also streams much of its content online at LinkTV.org and is developing additional platforms for global distribution. For complete background information, program schedule and internet streaming, go to LinkTV.org.

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