



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **OAHU PUBLICATIONS PROMOTES TWO ADVERTISING VICE PRESIDENTS**

**HONOLULU** – Oahu Publications, Inc. (OPI) announced today the promotion of Patrick Klein to vice president of advertising and Jay Higa to vice president of business development/regional sales. Klein will oversee the retail, classified and digital advertising sales departments. Higa will manage local and major national accounts including advertising agencies, the commercial print, direct mail and advertising sales departments for OPI's neighbor island dailies The Garden Island, West Hawaii Today and the Hawaii Tribune-Herald.

"The success of our organization and reach of our diverse collection of award-winning newspapers, magazines and online media products in recent years is due to the talented and dedicated individuals who make up our Oahu Publications ohana," said Dennis Francis, OPI president and publisher.

"Patrick and Jay are outstanding examples of that talent and dedication. They have brought tremendous energy and expertise to our Oahu Publication's advertising departments."

Higa brings over 26 years of advertising experience to his new position. He started as a MidWeek account executive and worked in the advertising departments for The Honolulu Advertiser and the Honolulu Star-Bulletin during various periods throughout his career. He rejoined Oahu Publications in 2009 as the director of new business development and was promoted to director of advertising/business development in 2014.

(more)

Currently, Higa oversees local and national accounts, commercial printing, business development and sales management for OPI's neighbor island newspapers.

"It has been an honor to work for such an influential news organization and to help Oahu Publications grow throughout the years," Higa said. "I look forward to continuing to do everything I can to maintain OPI's well-deserved reputation as one of the best publishing companies in the country."

Klein began his career as an assistant account executive at Starr Seigle McCombs Advertising and joined The Honolulu Advertiser's advertising team in 2001. His advertising career at The Honolulu Advertiser grew throughout the years, but he managed to explore other interests, including spending two years abroad and teaching English in Fukuoka, Japan.

Klein rejoined OPI in 2005 as the director of advertising. He served as the project lead for the organization's internal computer systems for advertising, accounting and page layout during the merger of The Honolulu Advertiser and the Honolulu Star-Bulletin.

"Seeing the various stages of Oahu Publications' development and growth throughout the years, I am certain that this organization will continue to uphold its standard of excellence as the premier news provider for the state of Hawaii," Klein said. "I am lucky to have the privilege of working with passionate and driven individuals here at OPI and I am thankful to be a member of an amazing team."

Francis said that the promotions of Higa and Klein provide the advertising departments limitless opportunities to drive advertising sales and grow Oahu Publications.

"The hard work and outstanding efforts that these two executives have put forth are a prime example of the high standards and values that our OPI team has upheld throughout the years," said Francis.

"I am confident that Patrick and Jay will continue to help our business grow as we expand into the new age of media."

*Oahu Publications, Inc., is the parent company of the Honolulu Star-Advertiser, Hawaii's only statewide daily newspaper; The Garden Island, Kauai's daily newspaper; Hawaii Tribune-Herald and West Hawaii Today, Hawaii Island's daily newspapers; and MidWeek, Oahu's most widely distributed weekly publication. Its award-winning Magazine Division publishes 14 community periodicals and in-room resort magazines. Oahu Media Group its stand-alone advertising division offers industry-leading marketing and advertising services across all media platforms.*