



**FOR IMMEDIATE RELEASE**

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## 5280 NAMES SABRINA COMROE DIRECTOR OF DIGITAL MEDIA Magazine to Expand Online Offerings

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*DENVER (October 2007)*– 5280: Denver’s Mile-High Magazine ([www.5280.com](http://www.5280.com)) today announced that Sabrina Comroe has been named to the position of director of digital media. In this newly created position, Comroe will manage 5280’s online efforts, overseeing the integration of digital technologies and platforms, and expanding the reach of the print publication on 5280.com.

“For more than 14 years, 5280 has been the smart lifestyle resource for Coloradans and we are committed to enhancing and evolving the reader experience,” said Daniel Brogan, editor and publisher of 5280 Magazine. “By launching a digital media department and bringing Sabrina onboard we can provide our readers with new and interactive ways to access the 5280 content they already know and love.”

Prior to 5280, Comroe was the manager of digital product development at the Nielsen Company in New York. Here she led an internal team to develop an ad-sales-driven content-rich website that now serves as a best practice for all of Nielsen’s 185 digital products. During her tenure, Comroe successfully launched nine event/content related websites and co-developed the business plan behind Digital Content Managers. She holds a bachelor’s degree in business administration from Boston University.

“In her previous role, Sabrina had an incredible track record of success on the the digital product development team and we anticipate the same success at 5280,” said Brogan.

5280: Denver’s Mile-High Magazine is the essential guide to local issues, dining, arts, entertainment, and living well in the Mile-High City. First published in July 1993, the magazine delivers award-winning content and is the largest local or regional magazine produced in Colorado with a total distribution of more than 80,000. Visit 5280.com for digital magazine content and the city’s most comprehensive restaurant and calendar listings.

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