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FOR IMMEDIATE RELEASE

US PRESSWIRE® Hires Peter Toriello as Director of Sales and Business Development

ATLANTA GA; March 4, 2009-- US PRESSWIRE, a leader in the creation and distribution of premium sports images announced today that Peter Toriello has joined the company as Global Director of Sales and Business Development. In his new position, Mr. Toriello will be responsible for the sales and overall revenue growth of US PRESSWIRE's products and services. Prior to joining US PRESSWIRE, Toriello was a League Manager at Getty Images where he played a key role in their growth of Major League Baseball, NBA and NFL Properties as well as many Corporate and Editorial initiatives.

"Peter's experience and contacts in the sports media industry are outstanding and we believe Peter to be one of the key pieces to the growth at US PRESSWIRE. We are most impressed with the quality of his character and we are excited to have Peter's talent and leadership as part of the executive management team." stated Bruce Odle, President of US PRESSWIRE.

Toriello said, "My excitement to be part of such a healthy and dynamic organization enhances the passion I have for this industry. I am excited to add my expertise to such an enterprising group of professionals. US PRESSWIRE builds partnerships with their clients to help them succeed in the ever-changing media market."

Toriello is a graduate of Marist College. While attending Marist, Toriello was also a member of its' Division I-AA football team. Peter resides in Northern, NJ with his wife and son.

About US PRESSWIRE®

US PRESSWIRE is a leader in the creation and distribution of premium sports imagery. Founded in 2004, US PRESSWIRE was developed by industry-leading photojournalists to supply high quality, newsworthy images on deadline. In addition to daily sports news coverage, US PRESSWIRE maintains a comprehensive historical archive of news, portraits, events and personalities of sports-related subjects including vintage material. Dedicated to exceptional service through extensive picture desk support and easy-to-use search functionality, US PRESSWIRE's goal is to be the leading provider of premium sports imagery to editorial and creative professionals worldwide. More information can be found on www.uspresswire.com.

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