



## **Marc Teren Named President of The Washington Post Company's Digital Ink Subsidiary**

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WASHINGTON -- Marc Teren has been named president of Digital Ink Co., The Washington Post Company's digital media and electronic information services subsidiary. Teren, formerly an executive with The Walt Disney Company, was vice president of Disney Interactive's entertainment division, where he served as general manager. He is chairman and president of the Academy of Interactive Arts and Sciences.

In making the announcement, Alan G. Spoon, president of The Washington Post Company, said: "Marc brings to The Washington Post Company and Digital Ink experience both in fast-changing electronic consumer markets and state-of-the-art interactivity. His understanding of the importance of brands and quality, and his skill at building partnerships in the industry, will be key to the company's continued rapid progress in new media."

Teren, 39, joined The Walt Disney Company in 1992 as director, business development for Disney Consumer Products, U.S. and Canada. In that capacity he managed major initiatives for the Consumer Products division and was integral in the development of the company's new media strategies and the expansion of Walt Disney Computer Software into Disney Interactive.

While serving as acting general manager of Walt Disney Computer Software, Inc., Teren was responsible for the co-development of the industry-leading "Aladdin" video game with Virgin Interactive and SEGA, a title which he executive produced. He also launched a ground-breaking marketing relationship with IBM and oversaw the early development of Disney's successful animated storybook and activity center lines for young children.

As head of Disney Interactive's entertainment group from 1994 to 1996, Teren had overall management responsibilities for the creative development, production and marketing of Disney's interactive games and entertainment products. Additionally, he directed Disney Interactive's creative resources group, including the management of 2D and 3D animation.

From 1981 to 1990 Teren was a principal in a number of Minneapolis, Minnesota-based businesses. During this period Teren held senior management and corporate development positions, and from 1986 to 1990 served as chief executive officer of Mirada Companies, a franchise restaurant operator and provider of child care services.

Teren was instrumental in creating the Academy of Interactive Arts and Sciences, an organization established in November 1996 to advance common interests and recognize achievement in the worldwide interactive community. He also is vice chairman of the Interactive Digital Software Association (IDSA).

Teren graduated from Santa Clara University and received an MBA from Harvard Business School.

At Digital Ink, Teren succeeds Ralph S. Terkowitz, vice president-technology of The Washington Post Company, who has been acting president of Digital Ink since January and will resume his duties as The Post Company's chief technology officer.

Spoon commented: "Ralph has done an outstanding job leading this business while simultaneously fulfilling his corporate responsibilities. The creation of Digital Ink and the successful launch of washingtonpost.com, PoliticsNow, and our other web sites are a tribute to his keen understanding of the interactive marketplace and the fine team he assembled."

Digital Ink publishes:

- washingtonpost.com (<http://www.washingtonpost.com>),
- PoliticsNow (<http://www.politicsnow.com>), in partnership with ABC News and National Journal,
- Newsweek's Parent's Guide to Children's Software 97 (<http://www.newsweekparentsguide.com>),
- PhotoStore (<http://www.photostore.com>).

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