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VELOCITY World Media Appoints Three Talented Professionals to Strategic Business Development Team

– Experienced Technology Executive Joins Company as Senior Vice President –

NEW YORK, October 19, 2011 — [VELOCITY World Media®](#), the largest global, private experiential television network, is pleased to announce the appointment of three dynamic business development professionals who are working to broaden the company's reach across a wide range of market segments:

- **Chris Cochran, senior vice president of business development.** In this role, Cochran is responsible for overseeing business development and client business solutions for VELOCITY World Media. He comes to VELOCITY from Hewlett Packard (HP), the world's largest technology company, headquartered in Palo Alto, CA. At HP, he served as principal, where he was focused on strategy and global business development. Prior to this, Cochran worked for more than 13 years as executive vice president of global sales and marketing for iGATE Global Solutions, an IT global service provider, where he played an instrumental leadership role during the company's growth. During this time, Cochran managed and led two major brand overhauls for the organization, consistently delivering industry-leading top-line growth and profit margin. He is a graduate of the University of Tennessee.
- **Zahava Abend, business development specialist.** Abend is responsible for developing new business opportunities and strengthening existing relationships for VELOCITY. She has worked extensively in the hospitality industry, most recently serving as business travel sales manager for Kimpton Hotels & Restaurants in New York City. In this role, Abend worked with executives across various industries including technology, media, finance, beauty, retail and entertainment, managing all consortia and business travel sales totaling more than \$400,000. Prior to this, Abend served as sales manager at Paramount Hotel in New York City. She is a graduate of San Diego State University.

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- **Courtney Cicero, business development specialist.** Cicero is also responsible for developing new business opportunities and strengthening existing relationships for VELOCITY. She joins VELOCITY after an eight-year career as a pharmaceutical representative, where she sold to physicians and health care providers in the primary care, emergency room, cardiovascular, urology, infectious disease, neurology, endocrinology, allergy and immunology, and dermatology markets for Biovail, Schering-Plough and inVentive/Cephalon Pharmaceuticals. During this time, she was promoted to a district salesforce trainer. Prior to this, she worked at AMCOM Office Systems and Konica Business Solutions as a sales specialist and equipment trainer selling multi-functional, digital office equipment. Cicero is a graduate of Indiana University in Bloomington.

“These three individuals are an integral part of the continued growth of VELOCITY’s business as we look to expand our innovative communication platform to new industries and unique opportunities,” said Philip Elias, president and CEO of VELOCITY World Media. “They bring strong strategic thinking and exemplary experience, and we are excited to welcome Chris, Zahava and Courtney to the VELOCITY team.”

Launched in 2005, VELOCITY World Media specializes in producing custom experiential television programming live via EchoStar satellite for invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels throughout the world. VELOCITY has produced cutting-edge broadcasts for a host of Fortune 500 pharmaceutical, financial and technology companies, reaching high-value audiences in the world’s top 200 markets.

To learn more about VELOCITY World Media, please visit www.VELOCITYWorldMedia.com.

About VELOCITY World Media

VELOCITY World Media, the largest global, private experiential television network, specializes in producing custom High-Definition television programming live via EchoStar satellite to invitation-only audiences at VELOCITY HD Digital Suites located in private clubs, restaurants and hotels in the top 200 markets across the world. Since 2005, VELOCITY has produced powerful HD broadcasts that have reached more than 300,000 key decision-makers with critical information across a wide range of topics while eliminating more than half of a billion pounds of climate-changing gases caused by air travel. For more information, visit www.VELOCITYWorldMedia.com.

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