

May 1, 2024

## **MNI Targeted Media is now Media Now Interactive.**

### **Why are you changing the name?**

Our goal is to better define and communicate what we do, a promise to our clients—to craft top-tier media solutions that achieve results today, with an eye trained on what will work tomorrow. We've been doing this for over 55 years, and this is our next evolution.

### **What is the effective date of the rebranding?**

Wednesday, May 1, 2024

### **Is there a change in ownership?**

No. There is no change in ownership of Media Now Interactive as part of this rebranding effort.

### **Does the operating entity that I currently work with no longer exist?**

Nothing from an operating entity perspective is changing.

### **To which entity will Purchase Orders, Invoices, and Payments be issued after May 1st?**

Media Now Interactive, but all other information stays the same.

### **Is there a new W9?**

No.

### **Is there an address change for Media Now Interactive?**

No.

### **Is there new banking information for payment submission?**

No.

### **I'm a vendor to Media Now Interactive, what changes for me?**

When sending invoices, communication, please utilize the Media Now Interactive name and logo. We will provide this to vendors via email. Nothing else is changing.

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For any other questions, please contact [medianow@mni.com](mailto:medianow@mni.com).