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AMERICAN NEWS COMPANY, LLC ENTERS INTO STRATEGIC PARTNERSHIP WITH TROFIE

SMYRNA GA., November 1, 2019 /PRNewswire/ – American News Company, LLC (ANC) is pleased to announce that they have entered into a strategic partnership with Trofie to continue its sales and promotion concept. This new Partnership will be called Trofie Media Network.

“Trofie’s advertising targets business and leisure travelers who have disposable income as they shop during long dwell times making Trofie’s advertising offerings very attractive to CPG companies, publishers and retailers. We have seen the results of Trofie’s advertising campaigns and the sales lift that can be generated,” said ANC President & CEO David Parry. “We look forward to working with Christine and her team to expand this business.”

“It’s important to all of us that our retail partners receive an extraordinary level of creative and effective in-store marketing programs,” explained Christine Crowley. “Our partnership with ANC as Trofie Media Network will ensure that there will be successful execution of sales promotions, and fresh, relevant and engaging ideas resulting in improving the customer experience and driving sales. We are thrilled to be a participant in ANC’s growth.”

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About American News Company, LLC

American News Company, LLC (ANC) is the leading magazine wholesaler in the United States for publishers and retailers. ANC, through its subsidiary Comag Marketing Group is a leading provider of national distribution services, including billing & collection and sales & marketing services, for publishers. As well, through its sister company, *accelerate* and powered by the vast ANC infrastructure the company is a growing provider of strategic solutions for both retailers and CPG companies offering turnkey solutions such as Direct Store Delivery (DSD), Direct to Consumer (DTC) fulfillment, sourcing, distribution, program development, category management, merchandising, marketing and headquarter sales. Headquartered in Smyrna, Georgia, ANC has over 1500 employees located in more than 30 states with over 70 distribution locations and approximately 800 delivery trucks. For more information please visit www.anc365.com

About CP Trofie, LLC

Trofie creates and executes in-store media campaigns to thousands of screens in 800+ book stores, newsstands and food & beverage venues in airports and train stations covering 65 US DMAs and 6 Canadian Metropolitan Areas. Trofie advertising platform builds a connection with travelers bringing consumers together with the latest new products, foods, snacks, magazines, books, health & beauty aids, beverages and more. www.trofie.com

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