



MEDIA ALERT

HEARST CORPORATION ANNOUNCES 2011 8 X 10 PHOTOGRAPHY BIENNIAL COMPETITION TO DISCOVER THE NEXT GENERATION OF EMERGING YOUNG PHOTOGRAPHERS

Judges to include
Jean-Paul Goude, Stephen Gan, Lillian Bassman,
Oberto Gili & Howard Greenberg

New York – January 4, 2010 – Hearst Corporation today announced the 2011 international biennial competition to recognize and showcase the professional work of talented young photographers. The second **Hearst 8 X 10 Photography Biennial** will recognize eight winners and feature their work in two exhibition spaces in the atrium of Lord Norman Foster’s Hearst Tower, the company’s acclaimed New York City headquarters. The tower’s Alexey Brodovitch Gallery and Hearst Gallery will showcase approximately 100 photographs beginning in January 2011 through May 2011. Hearst will publish both digital and print catalogues showcasing works chosen by 10 judges composed of editors, creative directors, curators, and renowned photographers.

“Hearst’s editors and creative talent historically have a keen eye for spotting emerging photographers and offering them a career gateway,” said Frank A. Bennack, Jr., vice chairman and CEO, Hearst Corporation. “The 2009 8x10 Photography Competition was a successful nod to this and we have high hopes for the next round of talent that will be showcased in 2011.”

Hearst 8 X 10 Photography Biennial began in 2009. The premiere biennial garnered more than 1,000 entries from 47 countries. The 2011 contest is open to all U.S. and international freelance, amateur and professional photographers and students, aged 18 to 35 years of age. Opening date for entries is January 4, 2010. All entries must be submitted no later than May 31, 2010. Additional information and submission guidelines can be found at www.hearst8x10.com. Winners will be announced in September 2010.

Hearst Corporation has a distinguished legacy of working with legendary photographers dating from the earliest days of its magazine and newspaper publishing, including Slim Aarons, Diane Arbus, Richard Avedon, Lillian Bassman, Robert Frank, Lee Friedlander, Philippe Halsman, Martin Munkacsi and today’s contemporary masters.

Ten judges, half of which include leading photographers and museum curators, will review all entries and select the eight award recipients. They include:

- Lillian Bassman, photographer
- Bonni Benrubi, owner, Bonni Benrubi Gallery
- Michael Clinton, EVP/CMO & publishing director, Hearst Magazines
- Stephen Gan, creative director, *Harper's Bazaar*, co-founder of *Visionaire*, and editor-in-chief of *V Magazine*
- Oberto Gili, photographer
- Jean-Paul Goude, graphic designer, illustrator and photographer
- Howard Greenberg, owner, Howard Greenberg Gallery
- Willis "Buzz" Hartshorn, director, International Center of Photography
- Simen Johan, photographer
- Mary Shanahan, creative director, *Town&Country* magazine

Hearst Corporation (www.hearst.com) is one of the nation's largest diversified media companies. Its major interests include ownership of 16 daily and 49 weekly newspapers, including the *Houston Chronicle*, *San Francisco Chronicle* and *Albany Times Union*; as well as interests in an additional 43 daily and 72 non-daily newspapers owned by MediaNews Group, which include the *Denver Post* and *Salt Lake Tribune*; nearly 200 magazines around the world, including *Good Housekeeping*, *Cosmopolitan* and *O, The Oprah Magazine*; 29 television stations through Hearst-Argyle Television (NYSE:HTV) which reach a combined 18% of U.S. viewers; ownership in leading cable networks, including Lifetime, A&E, History and ESPN; as well as business publishing, including a minority joint venture interest in Fitch Ratings; Internet businesses, television production, newspaper features distribution and real estate.

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