

Friday, December 14, 2001

Submedia Names Directors of Sales and Transit Affairs

NEW YORK – Submedia, which installs and maintains illuminated advertisements located in transit tunnels that give the impression of a moving image, said Saul Federman joined the firm as director of sales and marketing from BMCMedia where he served as president of its U.S. operations. The company also named Peter Dugre, former senior vice president at Cubic Transportation Systems, as director of transit affairs. Submedia is backed by JRJ Associates and individual investors.

<http://www.sub-media.com>