



Charles G. McCurdy

Chairman and CEO, *Apprise Media LLC*
and *Canon Communications LLC*

Charles G. McCurdy is Chairman and CEO of Apprise Media LLC, which he founded in January 2004, and Chairman and CEO of its Canon Communications LLC unit. McCurdy has more than 25 years of experience in managing and investing in niche media, information and education companies. Under the Apprise umbrella, he has led the acquisition and development of three platform companies. Canon Communications is a leading B-to-B company is the leading producer of trade events, publications, and electronic media for the \$3 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing. The Beckett Media LP and Action Pursuit Group LLC units, which together form Apprise Enthusiast Media (divested in 2008), covered various special interest consumer niches through magazines, live events and digital media. As a co-founder, President and Director of PRIMEDIA Inc. (NYSE: PRM), he oversaw the acquisition, development and build-up of more than 20 platform niche media companies. McCurdy pioneered the practice of the leveraged buildup in the niche media and information sector through the 1990s. He developed and helped implement the strategy of growing niche media businesses by surrounding their markets with print, live events and digital products. He successfully led the raising of more than \$9 billion in debt and equity financings. Prior to launching PRIMEDIA, McCurdy was the top finance and development executive at Macmillan Inc., the educational and professional book publisher and business-to-business information services provider. He started his publishing career as an editor. McCurdy is Vice Chair of American Business Media. He is also on the Board of Directors of the Society of Independent Show Organizers. He received an MBA from Columbia and his BA from Yale, Magna Cum Laude.