

About Ms. Robinson

Janet L. Robinson became president and chief executive officer of The New York Times Company on December 27, 2004. Ms. Robinson, the first woman to be named president and chief executive of the Times Company, has primary responsibility for overseeing all of the Company's print and digital operations and business units. She works closely with the chairman to chart the future direction of the Company and is implementing a new, accelerated strategic timetable that focuses on leveraging the Company's core asset, quality journalism and expanding the Company's reach across new and emerging forms of media. This has included:

- Guiding the transition from an era of print journalism to one in which The New York Times Company distributes news and information in an increasing array of new mediums.
- Implementing a long-range strategy that includes developing innovative new products in print and digital, improving operational efficiency by revising companywide pay practices, instituting a new goal-setting program and introducing a host of productivity and cost reduction measures.
- Supporting traditional businesses by refocusing and restructuring advertising operations, including the integration of print and digital advertising sales across the organization's properties, and injecting technology into the creation of journalism by integrating print and digital newsrooms across the organization.
- Pursuing an aggressive Internet expansion program that includes acquisitions and investments in such online properties as About.com, Baseline, ConsumerSearch.com, CalorieCount.com, FM Publishing, Brightcove, Indeed, Automattic (WordPress), Betaworks and UCompareHealthCare.com. Creating the industry's first Research & Development Group. The R&D Group underpins the Times Company's digital growth strategy by helping to anticipate consumer preferences and devise ways of satisfying them. The group assists in product development across the Company and underscores the Company's commitment to continued innovation.

Previously, Ms. Robinson had served as chief operating officer and executive vice president since February 2004. From February 2001 until January 2004, she served as senior vice president, newspaper operations for The New York Times Company. In this role, she led the operations of all of the Company's newspaper properties, which include The New York Times, The Boston Globe, the International Herald Tribune and the 17 regional newspapers. She also held the position of president and general manager of The New York Times newspaper from 1996 until 2004. Ms. Robinson was elected a director of the Company in December 2004.

Ms. Robinson has spearheaded the national expansion strategy and the integration of the Times Company's newspaper properties, which has generated significant growth in revenue and

earnings for the Company, allowing for great improvement in editorial content, reinvestment in Company businesses and enhanced value for shareholders.

From January 1995 until 1996, she was senior vice president of advertising. In this capacity, Ms. Robinson was responsible for overall advertising sales at the newspaper. Before that, she was vice president and director of advertising from May until December 1994, and served as a vice president since June 1993.

Ms. Robinson served as group senior vice president for the advertising sales and marketing unit of The New York Times Company Women's Magazine Group (which has since been sold) since January 1992, and vice president of the group since September 1990.

Ms. Robinson was also the advertising director of Tennis magazine from September 1987 until August 1990, and national resort and travel manager of Golf Digest/Tennis since May 1985. She joined the Times Company in June 1983 as an account executive at Tennis magazine.

Ms. Robinson is vice chair of the board of the Liberty Science Center, and in 2008 she joined the advisory board for New York Women in Communications, Inc. (NYWICI). She also serves on the board of New England Sports Ventures and on the Presidential Board of Trustees of Salve Regina University. Ms. Robinson was the chair of the Advertising Council from 2004 until 2005, and served as chairwoman of the Board of Directors of the American Advertising Federation from 1999 until 2000. From 2001 to 2009, she served on the board of the Newspaper Association of America. Ms. Robinson is also a member of the Leadership Committee for The Lincoln Center Consolidated Corporate Fund and a trustee of the Carnegie Corporation of New York, where she is chairman of the planning and finance committee and a member of the investment committee.

Ms. Robinson has received numerous awards and accolades: Forbes magazine's list of 100 Most Powerful Women in the World in 2005, 2006, 2007, 2008 and 2009; she was included on Crain's New York Business's 100 Most Influential Women in New York City Business list in 1999 and 2007 and its 50 Most Powerful Women in New York list in 2009; and each year from 2001 to 2004, she was named to Fortune magazine's annual survey of the 50 Most Powerful Women in Business. In 2009 and 2010, Ms. Robinson was named to the Financial Times's list of 50 Top Women in World Business.

Ms. Robinson received a 2009 National Association of Female Executives (NAFE) Women of Excellence award and a 2009 CEO Diversity Leadership Award from Diversity Best Practices, and she was named to the list of "Women Worth Watching in 2010" for Profiles in Diversity Journal. She has received the Association for Women in Communications, Inc., Matrix Award in April 1998, given to women who have distinguished themselves in the communications field for exceptional achievement, in this case, in the area of newspapers. In February 1997, she was named by Advertising Age as one of "25 Women to Watch" among the most prominent women in advertising, marketing and media.

Ms. Robinson received a B.A. degree in English from Salve Regina College, Newport, Rhode Island, where she graduated cum laude in 1972. In 1996, she completed the Executive Education Program at Amos Tuck School at Dartmouth in Hanover, New Hampshire. Ms. Robinson was presented with an honorary Doctorate of Business Administration degree from Salve Regina University in May 1998. She was also awarded an honorary Doctor of Humane Letters degree from Pace University and an honorary Doctor of Humane Letters degree from the University of Massachusetts Dartmouth in May 2006.