
John D'Aloia Named Chief Marketing Officer of iControl Systems; Ron Sklon, Kevin Osborn join iControl Board of Directors

ROCKVILLE, MD --- John M. D'Aloia, 52, an executive with over 30 years of experience in the periodical distribution business, was named today as Chief Marketing Officer and board member of iControl Systems USA, LLC., an affiliate of The Current Companies. The company also announced two new additions to its board of directors. The new board members are Ron Sklon, CEO of Sklon & Associates, and Kevin Osborn, Vice President of Sales/Grocery Channel at ECRM.

Most recently, Mr. D'Aloia had been Senior Vice President, Marketing, for the publicly-traded media company Source Interlink (Nasdaq: [SORC](#)). Previous executive positions included 12 years with the Hearst Distribution Group, a division of Hearst Magazines and 14 years at Time Distribution Services/People Magazine, both divisions of Time Warner.

In his new role as CMO at iControl, Mr. D'Aloia will oversee the company's retail strategic initiatives.. He will manage the company's outside sales staff, customer care staff, and account management team. He will report to CEO Tal J. Zlotnitsky.

At his current position, Mr. Sklon has consulted for numerous newspaper and magazine publishers including Tribune, Dow Jones, and Hachette. Prior to starting Sklon & Associates in 2002, Mr. Sklon had been Executive Vice President of Warner Publisher Services, a Time Warner Company, which at the time was the largest national distributor of book and magazines. While there, Sklon was on the Board of Directors of the International Periodicals Distributors Association (IPDA) and was a founding member of MPA's Magazine Retail Advisory Committee (MRAC).

Mr. Osborn leads ECRM's grocery channel strategy and is responsible for its overall execution and performance. ECRM is in the business of bringing retailers and vendors together at customized events, similar but more focused than traditional trade shows, and which the company terms Efficient Program Planning Sessions. Prior to joining ECRM in 2006, Mr. Osborn spent 4 years at 7-Eleven, where he was Category Manager/Periodicals, and 23 years at Eckerd Drug, culminating as category manager/periodicals. Mr. Osborn is also a Navy reservist who was deployed for a year to Kuwait in 2004.

"We are honored and thrilled to add three outstanding individuals with such diverse background and experience to our company," said Mr. Zlotnitsky. "Each of these three gentlemen has a well-earned reputation for understanding the changing dynamics of today's retail world, as well as a deep-rooted appreciation and respect for periodicals in general and newspapers in particular. What we are doing at iControl is exciting and cutting-edge, and yet we are keenly aware that we are dealing with an enormously complex industry undergoing a seismic shift that extends far beyond the distribution channel. Having experienced executives like John, Ron and Kevin join our team and our board will give us an added dimension that I believe will prove immensely beneficial to our growth and success – and by extension to the success of our partners."

"iControl has developed a compelling new business model which dramatically enhances the value of the newspaper category to retailers, to the direct benefit of publishers and distributors," said D'Aloia. "Retailers have a growing need to simplify their business processes and cut costs while at the same time drilling down for data to improve their understanding of their customers' interests and to earn their on-going loyalty. Newspapers have the potential for illuminating the shifting demographics and interests of customers, virtually in real-time, in a way that very few other categories can. iControl is uniquely positioned to support the mission of all supply chain partners. I'm delighted to be joining the iControl team."

iControl Systems USA, LLC. (www.icontrolusa.com) is the largest provider of newspaper billing consolidation and category management support in the United States. Operating in every state in the United States, including Hawaii and Alaska, as well as the Commonwealth of Puerto Rico, iControl provides retailers and their newspaper vendors a cutting-edge, definitive, web-enabled solution that comprehensively encompasses all aspects of the category, from item-file set-up and maintenance, to allocation management, efficiencies, sell-out prevention, promotions, and of course, billing consolidation. Our mission is simple: Provide our retail-partners with a long-term solution that guarantees them a thriving, measurable, and profitable newspaper category. And at the same time, conduct business in a manner that reflects our deep respect for both retailers and the newspaper publishing community; the hard working men and women who deliver newspapers daily, rain or shine; and ultimately and most importantly the millions of customers who consistently and habitually purchase and read newspapers bought at retail locations, each and every day.