

SEATTLE, WA, September 12, 2013 **/24-7PressRelease/** -- SmallTownPapers, Inc. is pleased to announce that Mike King has been named the company's Director of Business Development. King comes to SmallTownPapers from AccuWeather, Inc. where he worked for nearly ten years securing partnerships with major media organizations including The LA Times, The Baltimore Sun, The Virginian-Pilot and The Japan Times.

While with AccuWeather, he successfully forged relationships with Huffington Post/AOL; and with newspaper groups such as Morris, CNHI, Tribune and Black Press/Sound Publishing. He also worked with community newspapers including The Allentown Morning Call, The Weston Democrat, Planet Jackson Hole, The Marietta Daily Journal and The Appeal-Democrat.

In his new role with SmallTownPapers, King will promote nationally the company's suite of products designed specifically for the news industry, including its bound volume digitization program for community newspapers.

"I am thrilled to have Mike King lead our marketing and outreach team," said Paul Jeffko, president and founder of SmallTownPapers. "His experience, insight and depth of media industry knowledge are exceptional."

In addition to its archiving program which digitizes newspapers and other publications, SmallTownPapers operates the popular journalism contest platform, BetterBNC.

"Mike is a great communicator that publishers readily engage with," Jeffko added. Founded in 1999, SmallTownPapers works with hundreds of weekly newspapers to make digital copies of their historic bound volume archives and currently published editions.

SmallTownPapers is a leading solution provider for publishers of America's 5000 small market newspapers. Working with publishers nationwide, the Seattle-based company digitally preserves current and archive editions and provides searchable online access to the newspapers. Additionally, SmallTownPapers provides millions of news consumers across the country with access to real-time news and information from small town America. Today, more than 350 newspapers from 46 states can be accessed and searched through SmallTownPapers. The archive, containing editions dating as far back as the 1800's, continues to grow as publishers discover SmallTownPapers in their search for comprehensive digital archive solutions.