

HEARST *corporation*

News

HEARST CORPORATION TO SPONSOR INTERNATIONAL CENTER OF PHOTOGRAPHY'S INFINITY AWARDS ON MAY 10TH

Awards Recognize Outstanding Photographic Achievements

NEW YORK, March 31, 2011—Hearst Corporation, one of the nation's largest diversified media companies, is serving as the corporate sponsor of the 27th Annual Infinity Awards hosted by the International Center of Photography (ICP). The Awards recognize individuals who have made significant achievements in the world of photography, as well as future luminaries. The event will be held at Pier Sixty, Chelsea Piers in New York City on Tuesday, May 10th.

The 2011 honorees are: Elliott Erwitt (Lifetime Achievement), Ruth Gruber (Cornell Capa Award), The Durst Family (ICP Trustees Award), Peter Van Agtmael (Young Photographer), *From Here to There: Alec Soth's America*, Alec Soth (Publication); Gerry Badger (Writing); Abelardo Morell (Art); Adrees Latif (Photojournalism); Viviane Sassen (Applied/Fashion/Advertising Photography).

"Hearst Corporation has a vested interest in the ICP's mission, as photography has played a major role in our own company's success over the years," said Hearst Corporation Director Gil Maurer, who received the ICP Trustees Award in 2010. "We applaud this year's ICP Award recipients and encourage them to continue their work of advancing the field of photography."

Hearst Corporation's commitment to supporting photography also includes the Hearst 8 X 10 Photography Biennial Competition, an international competition that recognizes the work of talented young photographers—eight rising artists whose vision will shape the future of the creative media landscape, selected by 10 of the world's foremost photographers, gallery owners and magazine professionals. The 2011 Hearst 8 X 10 Photography Biennial garnered more than 4,600 entries from across the U.S. as well as 70 other countries. The work of the eight winners and 10 honorable mentions is currently on display in Hearst Tower's galleries in New York and on www.hearst8x10.com.

About The International Center of Photography

The International Center of Photography (ICP) was founded in 1974 by Cornell Capa as an institution dedicated to photography that occupies a vital and central place in contemporary culture as it reflects and influences social change. Through our museum, school, and community programs, we embrace photography's ability to open new opportunities for personal and aesthetic expression, transform popular culture, and continually evolve to incorporate new technologies. ICP has presented more than 500 exhibitions, bringing the work of more than 3,000 photographers and other artists to the public in one-person and group exhibitions and provided thousands of classes and workshops that have enriched tens of thousands of students.

About Hearst Corporation

Hearst Corporation (www.hearst.com) is one of the nation's largest diversified media companies. Its major interests include ownership of 15 daily and 38 weekly newspapers, including the *Houston Chronicle*, *San Francisco Chronicle*, *San Antonio Express-News* and *Albany Times Union*; nearly 200 magazines around the world, including *Good Housekeeping*, *Cosmopolitan* and *O, The Oprah Magazine*; 29 television stations, which reach a combined 18% of U.S. viewers; ownership in leading cable networks, including Lifetime, A&E, History and ESPN; as well as business publishing, including a minority joint venture interest in Fitch Ratings; Internet and marketing services businesses, television production, newspaper features distribution and real estate.

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