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## Veteran Media Analyst Ken Doctor Joins TheStreet as Contributing Columnist

NEW YORK, March 2, 2017 /PRNewswire/ -- TheStreet, Inc. (NASDAQ: TST), a leading financial news and information provider, announced today that veteran media analyst and author Ken Doctor has joined its newsroom as a contributing columnist. Bringing more than 40 years of experience to the role, Doctor will cover the biggest media deals and interview the industry's biggest players.

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"For investors and industry followers alike, Ken is ahead of the pack in spotting the trends and poking holes in accepted media strategies. His insight into the business of media and media change has never been more relevant than it is today," said Tara Murphy, Editor in Chief of TheStreet, Inc.

Newsonomics, Doctor's consultancy, explores sustainable business models that will employ the next generation of journalists. He is the author of a book by the same name, *Newsonomics: Twelve New Trends That Will Shape the News You Get*, and he writes regularly for Harvard's Nieman Journalism Lab.

Regarding this new column, Doctor said, "In an unprecedented era in which facts and fictions themselves are up for debate, I aim to provide TheStreet's smart readers a ringside seat to the reality of company decision-making."

Doctor's first column for TheStreet, entitled *Trump Bump Grows into Subscription Surge*, can be found [here](#).

"Ken's column will be a must read for anybody interested in the media, its challenges and its opportunities," said Chief Executive Officer David Callaway. "We're thrilled to have him on board, especially at such a pivotal time when our industry is being questioned from all angles."

### About TheStreet, Inc.

TheStreet, Inc. (NASDAQ: TST, [www.t.st](http://www.t.st)) is a leading financial news and information provider to investors and institutions worldwide. The Company's namesake brand, TheStreet ([www.thestreet.com](http://www.thestreet.com)), is celebrating its 20th year of producing unbiased business news and market analysis for individual investors. The Company's portfolio of institutional brands includes The Deal ([www.thedeal.com](http://www.thedeal.com)), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control; BoardEx ([www.boardex.com](http://www.boardex.com)), a relationship mapping service of corporate directors and officers; and RateWatch ([www.rate-watch.com](http://www.rate-watch.com)), which supplies rate and fee data from banks and credit unions across the U.S.

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