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For Immediate Release

## Madeleine Forrer Named GM of Auction Network

### Former TV Guide Channel SVP Will Drive Programming and New Technology

**TULSA, OK, July 19, 2016...**Williams, Williams & McKissick announced today that broadcast executive Madeleine Forrer has joined the company as General Manager of the firm's 24/7 global broadband television network. Created in 2005, by WWM CEO Pam McKissick, Auction Network features real-time auction bidding simultaneously with on-site auctions through its sister company Williams & Williams.

"Madeleine is an innovative senior executive with a unique work history: content and brand management, oversight of software development and a track record of increasing revenue and ratings," said McKissick. "We are excited to have her join our executive team and continue to bring cutting edge programming and interactive experiences to our Auction Network followers around the world."

One of the first projects Madeleine will oversee is the launch of technology designed to engage Millennials, the next generation of home buyers. "This will be a game changer in our industry. It will let us quickly engage, and grow, this emerging audience of auction bidders and buyers. The initiative is chief among Madeleine's goals," McKissick said.

Prior to joining Williams & Williams, Madeleine was Vice President Video Services for National Rural Telecommunications Cooperative (NRTC) in Virginia. Before joining NRTC, she was Vice President at Cident Entertainment; Senior VP/GM for TV Guide Channel; and Vice President/Marketing and Creative Services for Prevue Networks. She is a graduate of Syracuse University and the recipient of multiple industry awards, including two CTAM Awards for Marketing Excellence, Addy Award, BDA Silver Award and Telly Award.

Auction Network ([www.AuctionNetwork.com](http://www.AuctionNetwork.com)) is a subsidiary of Williams, Williams & McKissick, LLC, whose holdings include Williams & Williams, the only real estate auction company that offers live programming around its on-site and online auctions with professional hosts and original programming.

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