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Avid Life Media Announces New CEO & President
Newly Appointed CEO Rob Segal and New President James Millership
Take the Helm at Avid Life Media

Avid Life Media, the company that owns Ashley Madison, Cougar Life and Established Men is under new management with the appointment of a new CEO and President.

After an extensive due diligence exploration of the company's business practices and fundamentals, business partners Rob Segal and James Millership took on the roles of CEO and President of Avid Life Media in mid-April 2016.

Known for their principled and effective approaches to company growth and market positioning, Segal and Millership have been business partners since 2013. Most recently, Millership and Segal teamed up to reposition and build WorldGaming into an eSports success story. WorldGaming was acquired by Cineplex Entertainment in Fall 2015 and the duo left the company in early April 2016.

Rob Segal – CEO, Avid Life Media

Rob Segal is a company builder, marketing innovator and strategist. Early in his career, Segal built one of Canada's largest experiential, creative and promotional agencies, setting marketing strategy for clients including Sony, Ford, Dreamworks, PlayStation, Unilever, Marvel and Virgin. In 2001, Segal Communications was acquired by The Interpublic Group of Companies and Segal led the company until 2009.

In 2009, Segal invested in, and later became CEO of WorldGaming, a leader in the rapidly evolving eSports market. Together with business partner James Millership, Segal helped restore and grow WorldGaming until its acquisition by entertainment giant Cineplex in 2015.

James Millership – President, Avid Life Media

For more than 20 years, James Millership has been restructuring, repositioning and rebuilding companies — from digital startups to global manufacturing and real estate leaders. As CFO and COO of WorldGaming from 2013 to 2016, Millership solidified WorldGaming's financials, implemented a new strategic direction and, ultimately led the company through a successful transformation and eventual acquisition in 2015.

About Avid Life Media

Avid Life Media is a privately held company that owns and operates many of the world's most open-minded and unique dating brands, including: Ashley Madison, Established Men and Cougar Life. Founded in 2001, the company is headquartered in Toronto, Canada.