

FOR IMMEDIATE RELEASE
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Media Contacts:

James W. Moore, Director, Economic Development 239-338-3161

**Source Interlink Companies, Inc. to receive \$1-million incentive
for creation of 350 new jobs in Lee County**

BONITA SPRINGS, Fla. (July 22, 2009) – The Lee County Economic Development Office (EDO) announced today that the Board of County Commissioners approved \$1 million in funding from the FIRST Initiative incentive program for the local expansion of Source Interlink Companies Inc., an integrated media, publishing, merchandising and distribution company.

Source Interlink will create or transfer 350 positions from its other locations to its Bonita Springs headquarters, where its finance, human resources, IT, tax and senior executive functions are currently located. The consolidation is expected to increase the number of full-time employees in Lee County from 260 to 610 within two years. Prospective applicants should check Source Interlink Companies Web site for position opening announcements since the company is not yet accepting application for the new positions.

The project is anticipated to have \$334.6 million in economic impact on the community over five years. The average employee wage will be 179 percent of the Lee County average.

“We are very pleased the Lee County Economic Development Office was able to coordinate a mutually beneficial agreement with such a quality company as Source Interlink in south Lee County,” said Lee County Commission Chairman Ray Judah. “Lee

County certainly benefits from retaining more than 200 jobs and the addition of another 350 value-added jobs to the local economy. In addition, having a company commit to stay and to grow within the county sends a strong message to other companies contemplating a move and/or growth in Lee County.”

The \$25-million FIRST Initiative incentive program, which is performance-based, was created to encourage business growth and community development.

“We are excited that Source Interlink is expanding its Lee County operations,” said James W. Moore, director of the Lee County EDO. “The FIRST Initiative program gave us a strong competitive advantage over other locations. This incentive further strengthens the relationship the EDO has been building with Source Interlink since 2000, when the company first considered opening a location here, and through two subsequent expansions.”

“Our partnership with Lee County has been a principal factor in our decision to consolidate operations to the Bonita Springs World Headquarters,” said Douglas Bates, Chief Administrative Officer of Source Interlink. “We evaluated several consolidation alternatives, but the FIRST Initiative program made expansion of operations in Bonita Springs the logical choice.”

About Source Interlink Companies, Inc.

Source Interlink Companies, Inc., a media and marketing services company, is a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences. Source Interlink Media, LLC publishes more than 75 magazines and 90 related Web sites. Source Interlink Distribution (SID) services tens of thousands of retail store locations throughout North America distributing DVDs, music CDs, magazines, video games, books and related items. In addition to distributing more than 6,000 distinct magazine titles annually, the company maintains the largest in-stock catalog of CDs and DVDs in the US – a combined total of more than 260,000 titles. Supply chain relationships include

consumer goods advertisers, subscribers, movie studios, record labels, magazine, book, and newspaper publishers, confectionary companies and manufacturers of general merchandise. For more information, visit www.SourceInterlink.com.

About the Lee County Economic Development Office

The Economic Development Office of Lee County works to attract new and diversified businesses resulting in high-wage, high-skilled jobs; retains and encourages the expansion of existing businesses; and improves the overall business environment in Lee County. Additional information about the EDO and the FIRST Initiative is available by calling 239-338-3161 or online at www.LeeCountyBusiness.com.

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