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For Immediate Release

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Big Earth Publishing Acquires Telluride Publishing

*Big Earth expands its magazine publishing group
with addition of market leader in southwestern Colorado*

Neenah, Wisconsin and Telluride, Colorado. June 9, 2008 – Big Earth Publishing, Inc. today completed its acquisition of *Telluride Magazine* and *The Telluride Visitors Guide* into its family of publishers.

Big Earth's publishers focus on Colorado and the outdoors; the company publishes the books *Walking into Colorado's Past* and *The Colorado Weather Almanac*, in addition to the magazine *Women's Adventure*. The acquisition is part of Big Earth's plan to grow in high quality markets with complementary businesses. In 2007, *Publishers Weekly* named Big Earth Publishing the second fastest growing independent publisher in the U.S.

M.C. Alcamo & Co., Inc., the New York media investment bank, represented Telluride Publishing, Inc., the seller. The transaction is the third completed sell-side transaction in six months for the firm. The deal team was led by Michael C. Alcamo, the company's president. The transaction marks the company's expansion into consumer and regional media.

Telluride Magazine and *The Telluride Visitors Guide* are the flagship publications of Telluride Publishing, the 25 year old media group that features the people, history, and lifestyles of the Telluride area. In the transaction, John Arnold, Telluride Publishing's owner and publisher, will join the leadership team at Big Earth Publishing.

"The acquisition was an excellent strategic fit for the buyer," said Michael Alcamo, President of M.C. Alcamo & Co., Inc. "The transaction will help the purchaser complement its portfolio and grow in important markets. *Telluride Magazine* and John Arnold are distinguished leaders in this dynamic industry. Big Earth is dedicated to upholding the tradition of exceptional quality and service for which Telluride Publishing Inc. is well-known."

Alcamo noted that southwestern Colorado is one of the most dynamic, fastest growing communities in the country, highly favored by second homeowners from Texas and California, as well as vacationers from the east.

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Following the closing, publisher John Arnold will continue as publisher with responsibility for the Telluride region. “I was impressed with Big Earth’s dedication to maintaining high levels of quality for its communities,” said Mr. Arnold. “The more I got to know the company and its team, the more I knew that my group and I could serve the people of Telluride even better in partnership with Big Earth,” he explained.

David Oskin, President of Big Earth Publishing, said, “I couldn’t be more pleased that John and his team will be part of our family of publishers. John’s approach and commitment to his community perfectly exemplifies the philosophy of our company, and we are looking forward to supporting his business in every possible way.” Oskin added, “We were grateful to M.C. Alcamo & Co. for bringing us together with this impressive business, and I compliment Michael Alcamo for his thoughtful assistance at every stage of the transaction.”

About Big Earth Publishing

Big Earth Publishing is a family of publishers with a unified purpose – to provide readers with compelling stories and ideas that inform and inspire. Big Earth Publishing is focused on ideals that make independent publishing unique: a reader and an author perspective, creativity, and flexibility. Its businesses include: 3D Press, Bleak House Books, Intrigue Press, Johnson Books, Quizmaster Books, Trails Books, Westcliffe Publishers, and *Women’s Adventure* magazine.

About Telluride Publishing

Telluride Publishing Inc. is the leading publisher in southwest Colorado. The 25 year old group showcases Telluride, a town rich in history and thriving with outdoor adventure and cultural opportunities. In addition to *Telluride Magazine* and *the Telluride Visitors Guide*, the group publishes a variety of custom titles. *Telluride Magazine* explores high-altitude health and the environment, featuring world-class Telluride skiing, mountain biking and hiking, and Telluride’s numerous summer festivals.

About M.C. Alcamo & Co., Inc.

M.C. Alcamo & Co., Inc. is a New York-based investment banking firm serving the media and information industries. It specializes in mergers and acquisitions, workouts and restructurings, and private equity transactions. For more information, visit: www.mcalcamo.com

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