



For Immediate Release

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Rainbow Studies International Acquired by Standard Publishing, a Wicks Group of Companies Portfolio Company

New York, NY January 18, 2007 – Rainbow Studies International (RSI), publisher of The Rainbow Study Bible, the world's only color-coded Bible, was acquired by Standard Publishing, a major supplier of Christian resources to churches and families and a portfolio company of the Wicks Group of Companies. Details of the transaction were not disclosed.

The Jordan, Edmiston Group, Inc. (JEGI), the New York-based investment banking firm that specializes in media and information, represented RSI in the transaction and acted as its exclusive financial advisor. JEGI has established a leadership position in Christian publishing M&A, having also recently represented Church Law & Tax Report, the leading publisher of legal information and training tools for U.S. church leaders, in its sale to Christianity Today.

Billy Hughey, Founder and President of RSI, stated, "My wife, Janice, and I are humbly thankful to have impacted over two million lives through Rainbow Studies International. But, now we are excited to see the opportunity of touching many more people, as Standard has both the vision and the heart to faithfully continue and to abundantly grow the faithful teaching ministry."

Matthew Thibeau, Standard Publishing President and CEO, said, "We are extremely pleased to add The Rainbow Study Bible to the Standard Publishing family of true-to-the-Bible products. The addition of a strong selling study Bible allows us to respond to our customers' needs and to fulfill Standard Publishing's desire to exceed their expectations. We look forward to building on the work of Billy and Janice Hughey and continue serving the church and those who desire to deepen their relationship with the Lord."

The Rainbow Study Bible is sold in several translations, including New International Version, King James Version, and Reina-Valera 1960 Spanish version. The entire Bible is color-coded to one of 12 themes that help the reader understand and retain God's Word. The acquisition also includes the ME TOO! Children's Illustrated Bible Storybooks and the Gifts of Hope gift book line.

About Standard Publishing

Since 1866, Standard Publishing, a Wick Group of Companies portfolio company, has been providing true-to-the-Bible resources that inspire, educate, and motivate Christians to a growing relationship with Jesus Christ. Based in Cincinnati, Ohio, Standard Publishing creates a wide array of Christian products and resources for churches and families.

About JEGI

Celebrating its 20th anniversary in 2007, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services for the media and information industries. JEGI has undertaken the sale of numerous entrepreneurial businesses and significant disposition engagements for a wide range of major media and information companies, including CNET, Dow Jones, Hearst, Jupitermedia, Pearson, Reed Elsevier, Thomson Corporation, United Business Media and VNU.

JEGI has also advised on the sale of assets for a number of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Pfingsten Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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