



For Immediate Release

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The McEvoy Group and Hartle Media Announce the Acquisition of Spin Magazine

Malcolm Campbell to Return as Publisher; Andy Pemberton Named Editor-in-Chief

New York, NY February 28, 2006 – The McEvoy Group LLC today announced the acquisition of *Spin* magazine, the alternative music magazine founded by Bob Guccione, Jr. in 1985, from Vibe/Spin Ventures LLC, an entity owned by Robert Miller, Quincy Jones, David Salzman and private equity firm Freeman Spogli. The new company will be named Spin Media LLC. The Jordan, Edmiston Group, Inc (JEGI), a New York-based middle-market media investment banking firm, represented Vibe/Spin Ventures in this transaction.

Spin Media CEO Nion McEvoy has appointed Tom Hartle as Spin Media's President, Malcolm Campbell as *Spin's* Publisher and Andy Pemberton as Editor-in-Chief. Tom Hartle is the co-manager, along with business partner Heather Luplow Hartle, of Hartle Media LLC, publisher of San Francisco's 7 x7 Magazine and *California Home and Design*. Hartle Media has also served as a long-time sales representative for *Spin* magazine.

Both Malcolm Campbell and Andy Pemberton are highly respected music magazine veterans. Campbell has previously served as *Spin's* Publisher, while Pemberton served as Editor-in-Chief of the British magazine *Q*. In 2000, they were recruited by Dennis Publishing to found *Blender*.

"*Spin* has been an authoritative voice for contemporary rock music for over twenty years," said McEvoy. "I have every confidence that Tom, Malcolm and Andy will secure and expand *Spin's* role as the preeminent music magazine in America."

"This is an extremely exciting opportunity," said Campbell. "*Spin* speaks to a huge audience of new music enthusiasts, and we see an enormous potential to build the brand, move it into other media and forge new strategic partnerships. We believe that *Spin* can provide marketers with an effective conduit to an increasingly influential audience."

"This is a thrilling opportunity to build on a powerful magazine brand," said Pemberton. "I'm delighted to take the helm of *Spin* as it moves into the future."

McEvoy is also the Chairman and CEO of The McEvoy Group, which acquired Chronicle Books in 2000. Chronicle is one of America's most admired and successful independent book publishers, with an enviable list of music, food, design, lifestyle and pop culture titles, including "The Beatles Anthology," "The Bad Girl's Guide to the Open Road," "Griffin and Sabine," and the "Worst Case Scenarios" series. In 2004, the Group acquired Seattle book packagers beckerandmayer! LLC, creators of "Lennon Legend" (Chronicle) and "The Bob Dylan Scrapbook" (Simon & Schuster).

Tom and Heather Hartle co-founded Hour Detroit in 1995. In 2000, they founded Hartle Media, and in the fall of 2001 launched 7x7, a stylish and sophisticated publication for San Francisco's trendsetters. Partnering with the McEvoy Group

in 2002, Hartle acquired and re-launched *California Home and Design* magazine in 2004. Tom Hartle serves as Publisher and Heather Luplow Hartle as Creative Director of both magazines.

The McEvoy/Hartle partnership brings together the distinguished, award-winning Chronicle Books with the fast-growing Hartle magazine group. Together they are developing into one of the West Coast's most formidable publishing teams.

About JEGI

Founded in 1987, JEGI (www.jegi.com) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

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