



For Immediate Release

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Pennysaver Group Acquired by SV Investment Partners

New York, NY April 11, 2006 – SV Investments Partners (“SV”) announced today that it has acquired, in partnership with new management, Pennysaver Group, Inc. (“Pennysaver”), the leading publisher of community-based, advertising supported, direct mail shoppers in the Baltimore-Washington metropolitan area. Pennysaver, a Seaport Capital portfolio company, was represented in this transaction by The Jordan, Edmiston Group, Inc., a leading investment banking firm for the media and information industries.

Pennysaver is the dominant community-based shopper publisher in one of the largest, most affluent markets in the U.S. It publishes 66 weekly editions delivered to 1.1 million households in Maryland, as well as provides an online offering. The demographics of the market that Pennysaver serves make it highly attractive to advertisers.

Upon closing the transaction, Harry J. Buckel was named Chairman of Pennysaver. For the past four years, Mr. Buckel has served as an Operating Advisor to SV, assisting with marketing industry investments. He has been involved in the publishing industry for more than 30 years, including more than 20 years in the shopper sector.

The Pennysaver management team also includes publishing industry veteran Darwin Oordt as President. Mr. Oordt spent 22 years at Shopper Enterprises, Inc., a publisher of 30 weekly publications, and served most recently as publisher at Broad Street Community Newspapers, a rapidly expanding division of Knight-Ridder. In addition, Chet Cleaver, who worked closely with Mr. Buckel at Harte-Hanks and Newport Media, was named Vice President of Operations.

Mr. Buckel said, “Pennysaver is a well known and established name in the shopper industry. I am excited to work with the SV team to build on the Company’s strong market position by creating enhanced opportunities for advertisers through expanded product offerings. We will also identify potential growth initiatives in the markets Pennysaver currently serves, as well as seek to enter new markets. The management team and I believe there is significant opportunity for Pennysaver to reinforce and build its industry leadership position, and we look forward to putting the initiatives we have been planning in place.”

Bernard Bradpiece, President & CEO of Strategic Publications, L.L.C., Seaport Capital’s print media holding company, added, “Under our management Pennysaver doubled its size and became the dominant shopper in the Maryland marketplace, generating attractive returns to our shareholders. With his history in the industry, we know Mr. Buckel will take Pennysaver to further success. Strategic Publications continues to own and manage Metro Group, Inc., a 280,000 circulation free community paper covering Niagara and Erie Counties, New York.”

The SV team includes Partner Monty Yort and Principal John Cochran, who stated, “The Pennysaver transaction is an excellent example of how SV works with its Operating Advisor to bring industry leading management to middle market companies. We look forward to working with Harry and his team to drive value creation over the long term.”

To fund this transaction, Pennysaver established a credit facility with senior debt provided by GE Commercial Finance, Manufacturer and Traders Trust Company, and Merrill Lynch Capital, and subordinated debt from Greywolf Capital Partners. Legal services for SV were provided by Morrison Cohen.

About Pennysaver Group, Inc.

The Pennysaver (www.md pennysaver.com) was established in 1979 and is now the East Coast's largest independent weekly shopping publication, publishing 66 editions weekly and delivering to over 1.1 million homes and businesses throughout Maryland. More than 1.6 million readers use the Pennysaver's targeted neighborhood editions throughout Anne Arundel, Baltimore, Queen Anne's, Prince George's, Howard, Montgomery, Charles, Calvert and St. Mary's counties, along with its tabloid edition in Harford County and Super publications in Baltimore and the Washington Metro area. The Pennysaver is headquartered in Hanover, MD.

About SV Investments Partners

SV Investments Partners (www.svip.com) formerly known as Schroder Ventures US, is a New York-based private equity investment firm. The firm specializes in buyouts and buildups of business services companies in the U.S. middle market in partnership with management.

About Seaport Capital

Seaport Capital (www.seaportcapital.com) provides equity to middle market media, telecommunications, information and business services companies. Seaport focuses on private companies with market capitalizations between \$15 and \$200 million, equity needs of \$5 to \$35 million and management teams that are talented, committed and interested in having a value-added financial partner to help them achieve their goals.

About The Jordan, Edmiston Group, Inc.

Founded in 1987, JEGI (www.jegi.com) of New York, NY 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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