



For Immediate Release

Contact: Adam Gross
Phone: 212-754-0710
Email: adamg@jegi.com

Highline Media Acquires *Wealth Manager* Magazine from Bloomberg L.P.

(Hoboken, NJ – September 15, 2005) Highline Media, a leading information provider to the financial and insurance industry, today announced that it has acquired *Wealth Manager* Magazine from Bloomberg L.P. Terms of the transaction were not disclosed.

“We are excited about the opportunities that owning *Wealth Manager* opens up to us,” said Andrew L. Goodenough, President and CEO of Highline. “Increasingly, our customers have been in the broader spectrum of the financial services distribution chain, which includes financial advisors, financial planners, investment managers and registered representatives. *Wealth Manager*, with its superb reputation in the marketplace among the most sophisticated financial advisors, gives us a powerful entrée to this select group. We intend to continue the fine tradition of the magazine, especially with its unparalleled quality of editorial content and graphics presentation.”

Wealth Manager will report to Thomas A. Fowler, Vice President and Group Publisher of the Financial Magazine Division at Highline. Prior to joining Highline in 2004, Fowler was head of the Investment Management Group at Thomson Media, which included titles such as *Financial Planning*, *On Wall Street*, *Securities Industry News* and *Bank Investment Consultant*. The magazine’s staff will move to Highline’s offices in Hoboken, NJ by mid-October.

Mr. Fowler has named Richard Koreto as Editor of *Wealth Manager*, effective with the November issue. Mr. Koreto is also Editor of *Advising Boomers*, a quarterly magazine launched by Highline in May 2005 that is aimed at the broad spectrum of financial professionals advising the baby boom generation. Koreto was formerly Executive Editor of *Financial Planning* magazine.

Along with the magazine, Highline has acquired the web rights to *Wealth Manager* and a companion book series. The Jordan, Edmiston Group initiated this transaction and represented Highline in the acquisition.

About Highline Media

Highline Media (www.highlinemedia.com), which is headed by Andrew L. Goodenough, President and CEO, was formed in October 2003 by Spire Capital Partners, L.P. (www.spirecapital.com) to acquire business-to-business information assets in the financial services, insurance and real estate fields. Highline’s product set includes magazines, data, newsletters, conferences, Web sites, books and reference materials that are delivered in print, electronically and through live events. Goodenough has more than 25 years of experience in financial industry publishing and information services. Prior to founding Highline Media, he served as the President of the Financial Publishing and Conferences Group, a division of The Thomson Corporation. Highline’s first acquisition was The National Underwriter Company (“NUCO”), the leading

publisher of insurance information in the U.S. In 2004, the company completed five more acquisitions: additional insurance and banking data businesses from The Thomson Corporation; an insurance training and continuing education business; two magazines; and several liability books. The acquisition of *Wealth Manager* is the company's first in 2005.

About The Jordan, Edmiston Group, Inc. (JEGI)

Founded in 1987, JEGI (www.jegi.com) is widely recognized for its leadership in middle-market merger and acquisition advisory services for the media and information industries. Leveraging the shared insights and wisdom gleaned from hundreds of transactions, JEGI has built a client base that ranges in size from the largest media and information companies consolidating their portfolios to entrepreneurs selling their businesses or taking them to the next stage of development. JEGI's impeccable reputation reflects its knowledge and record of superior performance on behalf of its clients.

###