



For Immediate Release

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Action Media Acquired by Action Pursuit Group

Company Provides Strong Growth in Events and Online Media for the Enthusiast Auto Market

New York, NY (September 27, 2006) – Action Media LLC, a Great Hill Partners portfolio company and the leading provider of events and online media properties serving the automotive tuner and sports compact performance market, was acquired by The Action Pursuit Group LLC (“Action Pursuit”), an operating company of Apprise Enthusiast Media LLC. Action Pursuit already has established a leadership position in this segment through publications, such as *Drag Racer*, *Drifting*, *Diesel World*, *Drive!*, and *Street Trucks*. Terms of the transaction were not disclosed. The Jordan, Edmiston Group, Inc. (JEGI), the New York-based middle-market media investment banking firm, represented Action Media in this transaction.

Action Media, based in Irvine, CA, produces Hot Import Nights and NightShift events, the largest tuner and sports compact performance auto show series, with 20 yearly events held throughout the US and attended by more than 250,000 auto enthusiasts. Action Media’s Web sites – www.hotimportnights.com, www.hincity.com, and www.carandmodel.com – are the largest community sites serving the industry in terms of unique visitors and page views. Action Media has also leveraged its operating expertise to produce consumer events in other enthusiast sectors, such as skiing and boating.

“Action Media is a great addition to Action Pursuit, as it extends our multi-media reach in the fast-growing automotive enthusiast market and the desirable 18-34 year-old demographic,” said Craig Nickerson, CEO of Action Pursuit. “This is a highly attractive market that we know very well. The sports compact performance market generated \$4 billion in sales in 2006. Action Media brackets that market with unique car show events, as well as strong interactive media vehicles that complement our existing print and online assets.”

“We will continue to invest in Action Pursuit’s growth, with regard to both organic opportunities, as well as acquisitions like Action Media,” said Charles G. McCurdy, Chairman and CEO of Apprise Media LLC. “Enthusiast media is a core sector for Apprise, and we will continue to grow our operating platform there.”

“Action Media is a great addition to the Apprise Enthusiast Media stable of properties,” said Michael Behringer, Senior Vice President of Apprise Media. “Our strategy is to offer consumers and advertisers a diverse offering of media products. The Action Media acquisition establishes Action Pursuit as the leading provider of publications, events and online media for the tuner and sports compact industry. In addition, Action Media’s deep experience in the consumer event industry will serve as a springboard for us to launch consumer events in Action Pursuit’s non-automotive verticals, such as paintball and martial arts.”

“Apprise Media’s experienced management team brings a significant amount of youth marketing and automotive knowledge to Action Media. Their expertise in this field, coupled with their enthusiasm to continue building our fast growing business, will ensure further success for both parties. We are confident that our staff and clients will benefit from

this transaction. Everyone at Action Media is committed to a smooth transition and has a positive outlook for the Company's ongoing prospects," said Glenn Rogers, CEO of Action Media.

About Apprise Media LLC

Established in 2004 by Charles G. McCurdy, co-founder and former President of Primedia, Inc., Apprise Media (www.apprisemedia.com) concentrates on niche media, one of the fastest-growing segments in the media industry worldwide. Apprise currently operates two strategic platforms: Apprise Business Media LLC, which includes Canon Communications LLC, a leading publisher, trade show producer, and digital media company serving advanced, technology-based manufacturing industries, including medical device, pharmaceutical, nutraceutical, specialty packaging, electronics, and plastics processing; and Apprise Enthusiast Media LLC, which serves a variety of attractive consumer niche markets through Beckett Media LP and the Action Pursuit Group.

About The Action Pursuit Group

The Action Pursuit Group LLC is an operating company of Apprise Enthusiast Media LLC. Action Pursuit operates a number of publications across various verticals, including *Drag Racer*, *Drifting*, *Diesel World*, *Drive!* and *StreetTrucks* in the automotive segment; *Bow & Arrow Hunting*, *Gun World* and *Knives Illustrated* in the outdoor sports segment; *Victorian Homes* and *Romantic Homes* in the shelter segment; and *Action Pursuit Games*, *Ultimate Grappling* and *Inside Kung-Fu* in the action enthusiast segment. Apprise Enthusiast Media is a strategic platform of Apprise Media LLC, a leading investor in niche media.

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 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 in the sale of assets on behalf of leading private equity funds, including Abry Partners, Frontenac Company, Housatonic Partners, Seaport Capital, Warburg Pincus and Wicks Group of Companies.

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