



## **Source Interlink Companies Honored with Wal-Mart Supplier Award of Excellence**

### ***Award Recognizes Leadership Role in Meeting Consumer Needs***

**BONITA SPRINGS, FL – July 28, 2008** -- Source Interlink Companies, Inc. (Nasdaq: SORC), one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of DVDs, CDs, magazines, video games and books, today announced that it has been awarded the prestigious Wal-Mart Supplier Award of Excellence for the first quarter of 2008 in Wal-Mart's category of Department 03, Stationary.

"Wal-Mart's recognition of our dedication to supplying our retail partners with quality products and superior services is a great honor," said Jim Gillis, Co-CEO, Source Interlink Companies. "Innovation and customer service are critical in our business and this prestigious award is a testimony to the strength of our efforts – especially the outstanding work done by our Sales and Marketing group headed by Frank Bishop, Executive Vice President, and Rita Savage, Wal-Mart account manager."

The Wal-Mart Supplier Award of Excellence is based on buyer recommendation. On a quarterly basis, the retailer honors one vendor per department for their commitment to meet consumer needs based on merchandise pricing and quality, fulfillment execution, marketing innovation, customer service and overall product performance. Award recipients are also recognized for their understanding of the markets they serve. Source Interlink Companies supplies magazines to more than 700 Wal-Mart stores.

#### **About Source Interlink Companies, Inc.**

Source Interlink Companies, Inc. (NASDAQ: SORC), a media and marketing services company, is one of the largest publishers of magazines and online content for enthusiast audiences and is also a leading distributor of home entertainment products, including DVDs, music CDs, magazines, video games, books, and related items. Source Interlink serves over 100,000 retail store locations throughout North America. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.

The Company's fully integrated businesses and activities include:

- Publishing more than 75 magazines, providing enthusiast media content including television and radio programs, over 100 events, 90 related Web sites and 400 branded products for automobile, marine, equine, outdoor sports, home tech and daytime television
- Distribution and fulfillment of entertainment products to major retail chains throughout North America and directly to consumers of entertainment products ordered through the Internet
- Import and export of periodicals to more than 100 markets worldwide

- Managing product selection and placement of impulse items at checkout counters
- Processing and collection of rebate claims and management of point-of-purchase sales data
- Design, manufacture and installation of wire fixtures and displays in major retail chains
- Licensing of children's and family-friendly home entertainment products

For more information, please visit the Company's Web site at <http://www.sourceinterlink.com>.

**Contacts:**

***Investors***

Dean Heine  
Investor Relations  
Source Interlink Companies, Inc.  
239-949-4450  
[dheine@sourceinterlink.com](mailto:dheine@sourceinterlink.com)

Denise Roche  
Brainerd Communicators  
212-986-6667  
[roche@braincomm.com](mailto:roche@braincomm.com)

***Media***

Nancy Zakhary  
Brainerd Communicators  
212-986-6667  
[nancy@braincomm.com](mailto:nancy@braincomm.com)