



## **NCircle Ventures into Wild Agreement with LongNeedle Entertainment**

### ***Animal Atlas Educational and Entertaining Collection to Be Offered for the First Time on DVD in December 2008***

**DALLAS, Tex. – September 29, 2008** – NCircle Entertainment, a subsidiary of media and marketing services company, Source Interlink Companies, Inc. (NASDAQ: SORC), today announced an exclusive three-year distribution agreement with LongNeedle Entertainment for the North American DVD and digital rights to Animal Atlas, a critically-acclaimed children's television series. The partnership reinforces NCircle's leading position in the children's home entertainment space and further rounds out its portfolio of family-friendly, educational brands.

Animal Atlas takes children on a tour of discovery to uncover the secrets of how animals live and thrive. Young viewers will meet animals from the familiar to the astounding, from the domesticated to the wild, including the diverse creatures of the African savanna, the finned and flippered of the big deep, the colorful cast of the equatorial rainforest, and every other animal on the planet. Learning about animals has never been so heartwarming and wildly entertaining!

"We are thrilled to work with LongNeedle on the Animal Atlas collection, which has a huge preexisting fan base thanks to its broadcast syndication," says Stacey Yates, Senior Director Brand Management, NCircle Entertainment. "The property is a quality production shot in a High Definition format and we look forward to rolling out the first title later this year."

Animal Atlas has entered its fifth season on television, captivating children ages three through 12. The nationally syndicated program airs on stations covering over 85 percent of U.S. television households, including Fox and ABC owned-and-operated stations, plus Raycom, Sinclair, Cox, Media General, and Clear Channel stations. Animal Atlas is also featured in Spanish on the Telefuturo Network, in High Definition on the VOOM HD Network, and in nearly a dozen international markets.

"Animal Atlas has proven to be a great success in the broadcast arena and we believe consumers will welcome our quality home entertainment programs into their homes as a new medium. Putting Animal Atlas on DVD provides an opportunity for more children to discover the incredible animal kingdom and revisit it time and time again," says Peter McDonnell, head of Business Development at LongNeedle Entertainment and a producer on the show. "NCircle has an in-depth knowledge of the children's home entertainment sector and the breadth of experience we've been looking for to effectively launch and market DVDs of Animal Atlas."

The premiere Animal Atlas DVD title is slated for release on December 23, 2008. For more information on NCircle and where to purchase additional DVDs of LongNeedle Entertainment's Animal Atlas, please visit [www.ncircleentertainment.com](http://www.ncircleentertainment.com).

#### **About NCircle Entertainment**

NCircle Entertainment, a division of Alliance Entertainment, LLC, licenses, manufactures and distributes family and children's programming and related images for home entertainment and consumer products. Alliance maintains the largest in-stock catalog of CDs and DVDs in the U.S. -

- a combined total of more than 335,000 titles. The Company was named the 2007 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM).

Alliance is a subsidiary of Source Interlink Companies, Inc. (NASDAQ: SORC), a media and marketing services company, one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, video games, books, and related items. Source Interlink serves more than 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. You can learn more about Alliance at [www.aent.com](http://www.aent.com) and Source Interlink at [www.sourceinterlink.com](http://www.sourceinterlink.com).

#### **About LongNeedle Entertainment**

LongNeedle Entertainment owns the Animal Empire brand of programs, featuring high quality animal, pet, and nature based shows for children and families, including the critically acclaimed children's wildlife shows Animal Atlas and Safari Tracks, and special programs featuring pets. LongNeedle uses its extensive High Definition footage library to create multiple season shows for domestic and international distribution on all platforms. Animal Atlas is produced by Midori Entertainment, LLC, a LongNeedle Entertainment, LLC company.

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