

Nokia Interactive Adds MOTOR TREND®, AUTOMOBILE® Magazine to Media Network

Las Vegas; April 1 — Nokia Interactive today announced that SOURCE INTERLINK MEDIA™, a leading vertically integrated magazine publisher with more than 75 titles, has joined the global Nokia Media Network, a mobile advertising network comprised of blue-chip publishers, Tier 1 mobile operators and Nokia media properties. The Nokia Media Network's wide reach of a global mobile audience is yielding click-through rates averaging 10 percent in certain channels

The collaboration will incorporate SOURCE INTERLINK MEDIA's™ mobile Web properties, including MOTOR TREND® and AUTOMOBILE® Magazine, into the Nokia Media Network, which allows advertisers to place ads on high-quality publisher and operator mobile Web pages, as well as Nokia properties, representing a reach of more than 100 million mobile consumers around the globe. SOURCE INTERLINK MEDIA's™ magazine publications reach over 80 million readers each month.

"We are pleased to be able to offer our advertisers this ability to reach a wider audience on the most personal of mediums, the mobile handset," said Sean Holzman, president of SOURCE INTERLINK MEDIA's™ Enterprises Division. "Our readers represent a population that is active and constantly on the go, so reaching them via their mobile phone simply makes sense."

"The Automotive Channel in the Nokia Media Network is already a top destination for our auto advertisers," said Vice President and Head of Nokia Interactive Mike Baker. "Adding these leading automotive publications to our network will enhance our ability to target mobile consumers who are auto aficionados or in the market for a new car. We are pleased to have quality publishers like SOURCE INTERLINK MEDIA™ as part of the Nokia Media Network."

Nokia Interactive was formed when Nokia acquired mobile advertising leader, Enpocket, in October 2007. Nokia provides mobile advertising on its Nokia Media Network and award-winning mobile marketing services to top brand advertisers like Hyundai and Land Rover.

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About SOURCE INTERLINK MEDIA™

SOURCE INTERLINK MEDIA™ is a division of Source Interlink Companies, Inc. (NASDAQ:SORC) Source is 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, games, books, and related items. For more information, visit the Company's Web site at <http://www.sourceinterlink.com>.

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks. For further information, visit <http://www.adservice.nokia.com>.

Contact:

SOURCE INTERLINK MEDIA™

Julie Smartz

VP Marketing & Retail Development

Enterprises Division

Julie.smarz@sourceinterlink.com

Nokia

Stephanie Myers

Nokia Interactive Public Relations

Ext-stephanie.myers@nokia.com