



FOR IMMEDIATE RELEASE

Peteresen's 4-Wheel & Off-Road Names Suzuki Equator Crew Cab RMZ-4 Pickup 2009 4x4 of the Year

Los Angeles, CA (October 27, 2008) -- *Peteresen's 4-Wheel & Off-Road* magazine, the largest truck enthusiast magazine on newsstands, and a publication of media and marketing services company Source Interlink Companies, Inc. (NASDAQ: SORC), announced to today that it has named the 2009 Suzuki Equator Crew Cab RMZ-4 pickup the winner of its coveted 4x4 of the Year award. This is the 27th year of the enthusiast magazine's in-depth competition of new 4x4 vehicles, and the first time a Suzuki product has taken home the award.

"The Suzuki Equator Crew Cab RMZ-4 pickup handily won this year's test, despite being pitted against top-of-the-line competition," said Rick Péwé, Editor-in-Chief of *Peteresen's 4-Wheel & Off-Road*. "The pickup consistently placed well ahead of the competition in most areas, and great value and fun factors sent it over the top. Basic, solid construction gave us the confidence to take the truck wherever we wanted."

The Suzuki Equator Crew Cab RMZ-4 pickup topped the field of seven competent competitors and ranked high in every category of this year's in-depth test. The grueling 1,000-mile trial evaluates each vehicle's suspension, engine, transmission, and transfer case along with the style and creature comforts they provide. Most importantly, the 4x4s are judged on how well they perform off-road. This year's competitors included the Dodge Ram 1500 TRX4 Quad cab, Ford F-150 FX4, Hummer H3 Alpha, Hummer H3T Adventure, Kia Borrego EX V8, and Toyota Sequoia Platinum.



"To win the *Peteresen's 4-Wheel & Off-Road* 2009 4x4 of the Year Competition is a very high honor," said Kevin Saito, American Suzuki's President. "The editorial staff at *Peteresen's* are some of the toughest truck critics because they know how hard core truck customers really use – and occasionally even abuse -- their trucks. We're gratified that *Peteresen's 4-Wheel & Off-Road* recognizes the new Suzuki Equator's class-leading off-road hardware and durability, whether it is hauling our Suzuki cycle, ATV or marine products, or tackling off-road challenges itself," he added.

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To be eligible to compete, a vehicle must be all-new, or have improvements that make it perform significantly different from the previous model year. Vehicles must also be available for sale before January 15 of the model year, have a production run of at least 2,500 units, and have a two-speed transfer case. The complete test results and vehicle evaluations for the 2009 4x4 of the Year competition will appear in the February 2009 issue, available December 2, 2008 and will also be available on the *Petersen's 4-Wheel & Off-Road* website at www.4wheeloffroad.com.

About Petersen's 4-WHEEL & OFF-ROAD and Source Interlink

Petersen's 4-Wheel & Off-Road is the world's largest paid truck enthusiast magazine and is the best connection to the automotive industry's number one segment -- the light-truck category's off-road marketplace. Editorial and feature articles are directed to a do-it-yourself readership and features real-world 4x4 performance modifications, new products and evaluations, plus many more hot topics of interest to off-road enthusiasts. *4-Wheel & Off-Road* published by Source Interlink Media, LLC and reaches over 345,000 subscribers monthly with total approximate readership of 3.7 million off-road enthusiasts. Learn more at www.4wheeloffroad.com.

Source Interlink Companies, Inc. (NASDAQ: SORC), a \$2.2 Billion media and marketing services company operating in 25 states, is a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences. Source Interlink Media, LLC publishes over 75 magazines and 90 related web sites. Source Interlink Distribution services tens of thousands of retail store locations throughout North America distributing DVDs, music CDs, magazines, video games, books, and related items. In addition to distributing over 5,900 distinct magazine titles annually, the Company maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 260,000 titles. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.

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