



FOR IMMEDIATE RELEASE

## **HOT ROD Television is Back for 2009 Exclusively on SPEED**

**LOS ANGELES, CA (December 15, 2008)** – HOT ROD® ([www.HOTROD.com](http://www.HOTROD.com)), the top hot rodding and performance magazine and a publication of Source Interlink Media, LLC, a subsidiary of media and marketing services company Source Interlink Companies, Inc (NASDAQ: SORC), announced today that HOT ROD Television is continuing its partnership for the 2009 season with Fox Cable Networks' SPEED™, the definitive television network for motor sports and the automotive lifestyle.



[Click here to view HRTV trailer.](#)

HOT ROD Television has teamed with [SPEED](#) again in 2009 and comes back with the same attitude as it continues to expand on the excitement, passion and lifestyle of Hot Rod magazine. HOT ROD Magazine brings its pages of pure enthusiast excitement to the airwaves, where viewers can experience all the thrills of muscle car events, news, and features. HOT ROD Television covers the most exciting programming in motor sports; from the hottest cars to the coolest events, capturing it all.

“SPEED is by far the best fit for HOT ROD TV and our strong viewership during 2008 proves it,” said Jerry Pitt, Editorial Director for HOT ROD Magazine.

“Our content is right down the center for SPEED viewers”, added Sean Holzman, President of Source Interlink Media’s Enterprises division. “The series has been extremely successful on SPEED and we are looking forward to another exciting season with the team at SPEED.”

As America’s longest running performance automotive program, HOT ROD Television is one of SPEED’s highest-rated series during its weekend morning “Engine Block” programming. Partnering with the award-winning production team of BCII, the team at HOT ROD Magazine brings the best in automotive programming to car enthusiasts with high definition clarity and the power of the HOT ROD brand.

“Hot Rod Television is a well-produced series and a consistently strong performer for us on weekend mornings,” said Robert Ecker, SPEED’s VP of Programming and Executive Producer. “The show has been a solid addition for us in its freshman year and we look forward to all-new episodes rolling out in 2009.”

Don't miss an episode of HOT ROD Television as it brings conversations with automotive legends and celebrities showcasing the passion of car enthusiasts worldwide. HOT ROD Television’s expansive appeal makes it a program for the whole automotive enthusiast family.

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### **About Speed**

SPEED is part of Fox Cable Networks (FCN), a unit of Fox Networks Group, a wholly owned division of News Corporation (NYSE: NWS). SPEED is the nation's first and foremost cable television network dedicated to motor sports and the passion for everything automotive. From racing to restoration, motorcycles to movies, SPEED delivers quality programming from the track to the garage. Now available in more than 78 million homes in North America, SPEED is among the fastest-growing sports cable networks in the country, the home to NASCAR on SPEED, and an industry leader in interactive TV, video on demand, mobile initiatives and broadband services. For more information, please visit [www.SPEEDtv.com](http://www.SPEEDtv.com), the online motor sports authority.

### **About HOT ROD and Source Interlink**

Celebrating its 60<sup>th</sup> anniversary, HOT ROD magazine is an internationally recognized leading automotive publisher and the leading authority on hot rodding. HOT ROD covers the gamut of hot rodding with an unrivaled mix of technical information, industry commentary, and new trends. Delivering a wider range of information than the competition, HOT ROD engages its loyal readers with a compelling visual style and comprehensive editorial package. Regular departments--from the thoughtful musings of "Starting Line" to the in-your-face reader letters of "Reaction Time"--not only inform, but entertain the reader as well. HOT ROD is published by [Source Interlink Media, LLC](#) and has a monthly circulation of over 675,000 with an estimated total monthly readership of approximately 7.4 million hot rod enthusiasts. HOT ROD also is also available online at [HotRod.com](http://HotRod.com) and is the sponsor its annual HOT ROD Power Tour event held every June in major U.S. cities.

A [look back at 60 years](#) of HOT ROD magazine covers depicts six decades of hot rodding heritage. From the first issue in January 1948 to the latest issue currently on the newsstand, web users can browse through the evolution of hot rodding as only HOT ROD could cover it. Web site users can vote for their favorite cover from each year.

[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 6,000 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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