

FOR IMMEDIATE RELEASE

David Roe Named Associate Publisher of the American Motorcycle Group

Los Angeles, CA (February 6, 2008) — Source Interlink Media announced the promotion of David Roe to the position of Associate Publisher in the American Motorcycle Group. In this newly created position for American Motorcycle Group, Roe will assist the Publisher in the supervision, marketing, and daily management of *Hot Bike*, *Hot Bike Baggers*, and *Street Chopper* magazines. He will be responsible for researching and developing new market opportunities and various promotional programs.

John Cobb, Senior VP Group Publisher, commented, “David’s focus as Associate Publisher will be to reinforce the position of these American Motorcycle Group titles as leaders in their respective market-places. His proven track record of helping our marketing partners with their growth objectives has enabled him to develop strong relationships and earned him respect within both the truck and motorcycle markets.”

Roe began his career with the American Motorcycle Group seven years ago as an account executive and has since held the position of Sales Manager for *Sport Truck Magazine*. Prior to his tenure with the Motorcycle group, David worked with Toyota Corporate as a Retail Customer Service Manager. Speaking about his new position, Roe says, “I am looking forward to this new and challenging opportunity, and will use the experiences and insight that I have gained over the years to work toward a successful 2008.”

About the American Motorcycle Group

The American Motorcycle Group consists of *Hot Bike*, *Hot Bike Baggers*, and *Street Chopper* magazines, with a combined circulation of 180,000 and a total audience of over 1.7 million. The group is published by Source Interlink Media, a division of Source Interlink Companies, Inc. (NASDAQ: SORC), a media and marketing services company and one of the largest publishers of magazines and online content for enthusiast audiences. Source Interlink is also a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books, and related items.

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