

January 18, 2008

Brian Sexton Named Associate Publisher of *Super Streetbike* Magazine

Los Angeles, CA (January 18th, 2008) — Source Interlink Media's Motorcycle Group announced the promotion of Brian Sexton to the newly created position of Associate Publisher of *Super Streetbike* Magazine. Sexton will assist Publisher Marty Estes in the supervision and daily management of *Super Streetbike*, and work closely with Editor Dave Sonsky to promote the magazine.

Marty Estes commented, "Brian is the ideal candidate for the position due to his passion for sportbikes of all types and his relationships with our editors, the industry and key event partners. Brian will focus on expanding *Super Streetbike*'s scope and continuing its strong successes."

Sexton previously was with Source Interlink Media's Automotive Group. In 2005, he was promoted to Eastern Advertising Manager of the Motorcycle Group. Sexton, an amateur road-racer with 2007 championship titles to his credit, eagerly looks forward to his new responsibilities.

Brian said, "I am very excited about the opportunity to help grow an already successful magazine. This is a tremendous opportunity, and I'm looking forward to working more closely with Marty Estes, Dave Sonsky, and the entire business and editorial staffs of *Super Streetbike*".

About *Super Streetbike* Magazine

Super Streetbike Magazine, part of Source Interlink Media's Motorcycle Group, has a paid circulation of over 48,000 and a total audience of 374,000. It was launched in 2003 as a special issue and redesigned in 2007 as a monthly publication focusing on the custom sportbike market. The Motorcycle Group consists of *Motorcyclist*, *Sport Rider*, *Super Streetbike Motorcycle Cruiser*, *Dirt Rider*, *ATV Rider*, *Mini Rider/MiniMoto*, *Hot Bike* and *Hot Bike's Baggers* magazines, with a combined circulation of 800,000 and a total audience of 6.5 million. Source Interlink Media is 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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