

## FOR IMMEDIATE RELEASE

### ***Soap Opera Digest*, Wal-Mart, Reunite For Fourth "Shop Like A Soap Star" Promotion**

Integrated Marketing Program Will Include Soap Star Tour, In-Store Sponsor Signage and Sampling, Special In-Book Advertising Section, Shopper's Guide and Online Support

**NEW YORK, April 7, 2008** - For the fourth year in a row, *Soap Opera Digest*, the number one magazine devoted to soaps, has announced it will partner with Wal-Mart, the country's number one retailer, in a "Shop Like a Soap Star" integrated marketing program.

The "Shop Like a Soap Star" promotion kicks off in the magazine's Oct. 7th and Oct. 14th issues featuring an in-book advertising section, shopper's guide and a matching online component at [soapoperadigest.com](http://soapoperadigest.com). The special advertising section will include interviews with popular soap stars talking about their shopping habits and must-have items, plus sponsor products and information.

The in-store promotion, which launches September 26th to coincide with the in-book features, will include a five-market soap star tour and sampling in 100 Wal-Mart Supercenters nationwide. Stars from popular soaps on ABC, CBS and NBC will appear live in-stores to sign autographs and pose for pictures with fans. Product demonstrators will be on-site in each store to distribute and discuss sample products from the promotion's sponsors. The demonstrators will also hand out reprints of the magazine's "Shop Like a Soap Star" advertising section and shopper's guide during the 100 events. Point-of-sale material, including shelf talkers located next to sponsor products, will direct consumers to sampling tables. With thousands of fans expected to attend, sponsors will be guaranteed the opportunity to interact with shoppers when they come out to meet their favorite soap star.

"We designed this program to provide our advertisers with a platform to showcase their products to shoppers at one of their most important venues, Wal-Mart," explained Susan Severance, Publisher of *Soap Opera Digest*. "The promotion also allows us to reach our many loyal readers and soap fans who shop at Wal-Mart."

Over the past 3 years, 20 *Soap Opera Digest* advertisers have signed up to participate in the promotion including: BIC Mark-it, BIC Wite-Out, Calgon, Quaker Instant Oatmeal, Quaker Snack Bars, Tang, Riesen Chocolate Chews, Lysol, Hamburger Helper, Peds, McCormick Grill Mates, McCormick Old Bay, Smart Mouth, Secret, Always, Accelis, Huggies Pull-Ups, Kwai Garlic, Pagoda Asian Sensations and Tampax Pearl.

Severance noted that the promotion is structured to provide sponsors with "proven sales results," with UPC scanner data being analyzed to measure sales increases for brands participating in the sampling events. According to Severance, advertisers who participated in last year's sampling program saw "a lift in product sales of up to 740% percent."

*About Soap Opera Digest*

Since 1975, *Soap Opera Digest* has been the leading magazine reporting on the soap industry and the number one source of soap star news and show information.

The "Shop Like a Soap Star" marketing program is produced exclusively for *Soap Opera Digest*, a Source Interlink Media publication. SOURCE INTERLINK MEDIA is a division of Source Interlink Companies, Inc., (NASDAQ: SORC), a media and marketing services company. Source Interlink ([www.sourceinterlink.com](http://www.sourceinterlink.com)) is 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.

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