

SUCCESS

What *Achievers* Read

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***SUCCESS* MAGAZINE RELAUNCHES WITH 1 MILLION COPIES SOLD!**

One of the largest rollouts in publishing history

DALLAS, TX— With its nationwide debut on March 4, 2008, the new *SUCCESS* magazine will launch as one of the largest magazine rollouts in publishing history with more than 1 million copies having been presold and more than 50,000 being distributed nationally on the newsstand.

The successful launch response is indication that the magazine is timed perfectly for a nationwide demographic seeking a reliable personal-development resource.

SUCCESS serves the growing entrepreneur and small-business markets. “In today’s fast paced and ever-changing global marketplace entrepreneurs and small-business owners have to be constantly learning, growing and improving to be successful,” said Darren Hardy, publisher/editorial director of *SUCCESS*. “*SUCCESS* magazine delivers the leading personal-development thought leaders and profiles of today’s extraordinary achievers with a window into their personal success philosophies and strategies. *SUCCESS* is where motivated business people can get the competitive advantage in life – both personally and professionally.”

The parent company of *SUCCESS* Media, which publishes *SUCCESS*, is VideoPlus, a marketing and communications company supporting the direct selling industry. In anticipation of the all-new *SUCCESS* release, many of VideoPlus’ clients enthusiastically promoted the magazine, which additionally helped create this extraordinary success.

“We’re very fortunate to have strong relationships in the direct selling industry that extend over 20 years,” said Stuart Johnson, President and CEO of VideoPlus. “Those same clients, who are now our corporate marketing partners, know that the principles of personal development help fuel success among their associates. *SUCCESS* magazine is an excellent tool to help organizations teach new skills, improve success habits and keep their teams motivated.”

This pre-eminent personal achievement magazine will be initially published bimonthly, then *SUCCESS* will increase its frequency to monthly in September 2008.

The first issue will carry advertising from Capital One, Neat Receipts, 1&1 Hosting, Hilton, QuickBooks and others.

SUCCESS will host an official launch event, the *SUCCESS* Symposium, to a sold-out audience of 1,200 people on February 23, 2008 at the Hilton Anatole in Dallas, Texas. The event will feature first issue cover profiles Robert and Kim Kiyosaki along with leading personal development experts Jim Rohn, John Maxwell, John Addison and Ron White.

SUCCESS Media also recently acquired the domain *SUCCESS.com* which will be the home of the *SUCCESS* magazine Web site.

About *SUCCESS* Magazine

SUCCESS is designed specifically to serve the growing entrepreneurial and small-business markets. *SUCCESS* features personal-development thought leaders, CEOs, entrepreneurs and other achievers who offer practical advice, ideas, tips and training on leadership, goal attainment, time management, selling, motivation and more. Bound into every issue is also a free DualDisc™ (CD & DVD in one) featuring exclusive compilations of success training from leading personal-achievement experts. *SUCCESS* retails for \$5.95 and is distributed nationally with sales of the first issue being in excess of 1 million copies. Visit www.SUCCESS.com for more information.

About VideoPlus

VideoPlus L.P., in Lake Dallas, Texas, a Dallas suburb, is a vertically integrated media and marketing communications company founded in 1987 by Stuart Johnson. It provides innovative, turnkey, concept-to-completion solutions for small- and large-business growth. Internationally recognized clients rely on its customized video, audio and print products to increase customer acquisition and revenue. VideoPlus L.P. creates, produces, masters and replicates CDs, DVDs and DualDiscs™ and offers on-site, full-color printing services. Its magazine division publishes several national newsstand magazines, including *Success from Home* and *Empowering Women*. Internationally, VideoPlus L.P. delivers products in more than 15 languages in other countries and has a sales office in the United Kingdom and a distribution facility in Poland. Visit www.VideoPlus.com for more information.