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***SUCCESS* Magazine Under New Ownership**

New Owners Will Relaunch 116-year-old Publication in Early 2008

Dallas, Texas—Texas-based VideoPlus, L.P., has acquired rights to the title, marks and logos of New York-based *SUCCESS* magazine in a deal that was finalized July 20. Several domains, including successmagazine.com, were also included in the sale.

VideoPlus, a marketing and communications company founded in 1987 by President and CEO Stuart Johnson, began publishing monthly newsstand magazines in January 2005 and is publisher of *Success from Home*, *Empowering Women*, *Your Business at Home* and other titles. The company plans to begin publishing a new bimonthly edition of *SUCCESS* magazine during the first quarter of 2008.

“We’re thrilled to announce that VideoPlus will become the publishers of *SUCCESS* magazine, which is very complementary to our existing portfolio of magazines,” said Mr. Johnson. “For more than 100 years, *SUCCESS* magazine has been a well-respected publication committed to personal development and journalistic excellence. We look forward to maintaining that esteemed reputation as we move into the magazine’s next phase of publication.”

SUCCESS was first launched in 1891 by Orison Swett Marden as a personal-development magazine. Through the years, the publication was led by several renowned personal-development authors and editors, including Napoleon Hill, W. Clement Stone and Og Mandino. The most recent version of *SUCCESS* magazine was launched in 2006 as a business-lifestyle magazine for small-business owners.

The publication under new ownership will honor paid subscriptions and continue publishing under its existing title, *SUCCESS* magazine.