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Media Release

The Promotion Company – Family Events Renews Long-Term Agreement to Produce *Hot Rod* Power Tour[®] and *Car Craft* Summer Nationals[®].

The Promotion Co, Inc. – Family Events, based in Indianapolis, will continue as producers of these hugely popular performance-automotive events for Source Interlink Media[®], publisher of *Hot Rod*[®] and *Car Craft*[®] magazines.

(INDIANAPOLIS) C. Bruce Hubley, CEO and owner of The Promotion Company, Inc. - Family Events of Indianapolis announces that Source Interlink Media and The Promotion Company, Inc. have renewed a long-term production agreement to produce the *Hot Rod* Magazine Power Tour and *Car Craft* Magazine Summer Nationals. These events are two of the most popular and successful performance automotive events in the U.S.

Hubley said, "We enjoy our relationship with the great people at *Hot Rod* and *Car Craft* Magazines; and, the events are challenging and fulfilling for our staff. I am personally excited about continuing this successful partnership with Source Interlink."

The *Hot Rod* Magazine Power Tour is the ultimate road trip for performance car lovers featuring over 4,500 high-end hot rods, street rods, muscle cars, custom trucks, sport compacts and street machines. Together, these beautiful vehicles roll along a seven-cities-in-eight-days route drawing extra participants and thousands of spectators at each stop. Altogether, over 65,000 fans witness the event which follows a different route each year. For 2010, **GM Performance Division Presents the *Hot Rod* Magazine Power Tour** will start in Newton, Iowa at the Iowa Speedway on June 5 and then will visit Springfield, Illinois; DuQuoin, Illinois; Bowling Green, Kentucky; Chattanooga, Tennessee; and Birmingham, Alabama before reaching the final stop in Mobile, Alabama. A roving aftermarket-manufacturer's midway is set up at each tour stop offering enthusiasts the opportunity to learn about the latest, must-have products for their vehicles.

For Immediate Release

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The *Car Craft* Summer Nationals is America's huge horsepower party. For three days, the grounds of the Minnesota State Fairgrounds in St. Paul are jammed with over 5000 muscle cars and 45,000 spectators celebrating the rumble, roar, and tire smoke coming from all makes and models of two-wheel-drive performance vehicles. For 2010, the cool cars, burnouts, bikinis, cruising and competition of **GM Performance Division Presents the *Car Craft Magazine* Summer Nationals** will be held on July 16, 17, & 18.

Jerry Pitt, Publisher of *Hot Rod* and *Car Craft* Magazines said, "These events for our flagship enthusiast publications truly bring the pages of *Hot Rod* and *Car Craft* to life for our readers! We gather tremendous editorial content and readers' perspectives at each event."

Doug Evans, Senior Vice President of the Performance Automotive Group for Source Interlink Media said, "The *Hot Rod* Power Tour and *Car Craft* Summer Nationals are a huge focus group for the magazines, sponsors and participating aftermarket manufacturers. Hubley's group does a great job of organizing all this chaos into a fun, safe, and creative environment for us to editorialize."

Mike Moore, President of The Promotion Company- Family Events said, "I am looking forward to continuing this successful and productive relationship and to growing the events through participants, spectators, and sponsors--as we have over the last ten years."

The Promotion Company, Inc. – Family Events was founded by C. Bruce Hubley in 1976. The company's staff of 22 has expertise in operations, event production, box office, group sales, marketing, media buying, publicity, promotions, and sponsorship sales and fulfillment. In all, Family Events will produce over 40 major events across the U.S. this year.

Source Interlink Media (Source Interlink Media, LLC) is a subsidiary of media and marketing services company Source Interlink Companies, Inc. Source Interlink Media (SIM) is the premier source of special interest media in the United States. With more than 70 publications, 90 Web sites, 400 branded products, 65+ events, and TV and radio programs, SIM is the largest provider of content to enthusiast communities interested in automotive, action sports, marine and other niche activities.

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