

THE GLANCER MEDIA GROUP, INC.

1280 Iroquois Drive, Suite 100
Naperville, IL 60563

PRESS RELEASE

For Immediate Release

Friday, January 19, 2006

Contact: Laura Stevens
Cell: (630) 802-6393
E-mail: lstevens@thenapervilleglancer.com

The Naperville Glancer – Everything! and More

NAPERVILLE—Local community living magazine, *Everything! Naperville* has expanded its current distribution list to bordering communities and has repositioned itself with a new title and a new look. Effective January 1, 2006 *Everything! Naperville* became *The Naperville Glancer*.

Under its new name, *The Naperville Glancer* will implement a unique distribution program which will expose advertisers to a different 50,000 readers every four months, while offering subscriptions to those who want to receive it monthly. Distributed by *The Glancer Media Group, Inc.*, the magazine will remain Naperville's community living magazine—targeting all demographics while its primary demographic will remain women. It will also provide all types of businesses an opportunity to reach an expanded audience in bordering communities whose residents enjoy the unparalleled Naperville shopping and dining experience.

This unique and strategic distribution program will allow for growth into a larger marketplace. “The demand for a community living magazine with editorial that everyone can relate to, not just the affluent and not just Naperville residents, is very high. According to market research, it has been increasing over the years—as Naperville business continues to boom, so does the demand to visit the new restaurants and retail locations that are responsible for this boom,” says the magazines founder and president, Lindy Kleivo.

“We started promoting the new publication in June of 2005 and have received an overwhelming response by the public. While there is a recent increase in affluent-only community magazines, each are operating under both editorial and ad placement restrictions. The Naperville Glancer focuses on

residents of all ages, family pets, kids & education, home & garden, health & beauty, style & fashion and so much more—the possibilities are endless. This is why our readership is extremely diverse, resulting in a more dense readership within a certain geographical area.”

The household distribution list that received Everything! Naperville consecutively for four years will continue to receive a complimentary trial issue of *The Naperville Glancer* 4 (four) times per year. For individuals who wish to continue to receive the popular magazine on a monthly basis, subscription prices are affordable at a base rate of \$24.00 annually. Subscriptions are being offered at an introductory price of \$16 through April 30, 2006.

The Naperville Glancer will continue to bring many popular features to Naperville residents including; editorials, contests and local shopping and dining information.

.....