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21 MOST INTRIGUING

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MEN'S FITNESS EDITOR IN CHIEF ROY S. JOHNSON NAMED ONE OF THE 21 MOST INTRIGUING BY MEDIA INDUSTRY NEWSLETTER

NEW YORK, NY — November 6, 2008 Roy S. Johnson, Editor in Chief of Men's Fitness magazine has been named one of the 21 Most Intriguing by Media Industry Newsletter (min). This honor recognizes some of the top executives across consumer and b2b media to celebrate their accomplishments and outstanding contributions to the industry.

On November 10, min will recognize these 21 individuals, along with 11 Digital Heroes and 15 of the Hottest Magazine Launches, in the new issue of min magazine. They will also be honored at an awards breakfast held at the Grand Hyatt in Manhattan. Min Editor in Chief Steve Cohn and min magazine editor Michael Hammer will emcee the event, with a special appearance by Dr. Samir Husni, known throughout the industry as Mr. Magazine.

Mr. Johnson joined Men's Fitness in May 2007 after a long career in magazines such as Sports Illustrated, Fortune and Savoy. Since his arrival, he has contributed greatly to the magazine's growth both on newsstand and online. Under his leadership, Men's Fitness has maintained a 20 percent increase of subscription retention and delivered an overall sales average of 38 percent, with a third of issues selling over 50 percent. In addition, mensfitness.com has seen an 81 percent increase in unique visitors over the past year.

American Media, Inc. is the leading publisher of celebrity journalism and health and fitness magazines in the U.S. These include Star, National Enquirer, Shape, Men's Fitness, Muscle & Fitness Fit Pregnancy, and Natural Health. In addition to its print properties, AMI maintains web sites for all of its brands and also owns Distribution Services, Inc., the country's #1 in-store magazine merchandising company.

Men's Fitness