

FOR IMMEDIATE RELEASE



CONSUMER GUIDE® LEADING CONSUMERS TO THE "BEST BUYS"

LOS ANGELES, CA - JUNE 18, 2008 - Consumer Guide® Automotive, the leading source of expert new-vehicle evaluations, has entered into a partnership with Global Icons, the premier brand-management agency.

Global Icons has been entrusted to identify and develop opportunities with recipients of Consumer Guide's® Annual "Best Buy and Recommended" and "Fuel Economy Champions" honors. Said honorees will enjoy the use of Consumer Guide's® trusted name to strengthen their brand appeal, and drive showroom traffic.

Consumer Guide's® comprehensive and stringent vehicle-evaluation process is managed by a team of preeminent industry editors with more than 150 years of combined automotive experience. Consumer Guide® focuses on what matters most to new-car buyers, such as performance, fuel economy, comfort and price.

Since 1967, Consumer Guide® Automotive's singular focus has been to make car shopping easier for consumers. In print and on the Web, Consumer Guide's® editors provide professional, unbiased evaluations of nearly 1000 new and used vehicles as well as expert shopping advice, timely feature articles and insightful automotive editorials.

Global Icons is looking for automotive partners that appreciate how licensed use of the Consumer Guide® logo, icons, and award citations can reinforce their standing in the market place.

"We take the Best Buy vetting process very seriously," said Tom Appel, associate publisher of Consumer Guide® Automotive. "We literally spend a year evaluating product to determine which vehicles in each class will best serve the buying public. When a vehicle appears on our Best Buy list, you can be quite certain it's top notch."

"Today's consumers are more savvy about their automotive purchases and look to the trusted resources of Consumer Guide® to provide direction in the decision-making process," said Mike Gard, COO of Global Icons. "When a vehicle is awarded 'Best Buy' or 'Recommended' recognition it wears a stamp of approval that consumers can trust. We look forward to building alliances between Consumer Guide® and its award winners."

About Consumer Guide® (www.consumerguide.com)

Consumer Guide® L.L.C. is a division of Publications International, Ltd. Based in Lincolnwood, IL, PIL publishes more than 500 book and magazine titles a year in categories including children's, cooking, sports, how-to and crafts, entertainment, medical and health, auto and consumer information.

About Global Icons (www.globalicons.com)

Global Icons is the premier brand licensing agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura®, Build-A-Bear Workshop®, Chuck E. Cheese's®, Cold Stone Creamery®, Consumer Guide®, Crock-Pot®, Duraflame®, The Hershey Company, Hollywood, Honda®, Honda® Motorcycle, Humvee®, Tonino Lamborghini, LoJack®, Make-A-Wish Foundation®, Miso Pretty™, Mr. Coffee®, Mrs. Fields®, Oster®, Spic and Span®, Sunbeam®, and UPS®, among others.

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