

FOR IMMEDIATE RELEASE

**NATIONAL PUBLISHER SERVICES, INC. AND CIRCULATION SPECIALISTS, INC.
ANNOUNCE STRATEGIC ALLIANCE**

METHUCHEN, NJ, February 10 Two top companies in magazine marketing are now joining forces to offer publishers a complete and cost-effective complement of both subscription and newsstand sales solutions.

With offices in South Norwalk, CT, Circulation Specialists, Inc. (CSI) is the original circulation outsource company, in business for more than 21 years. Headquartered in Metuchen, NJ, National Publisher Services, Inc. (NPS) was established in 1991 to provide consulting and management to publishers in newsstand circulation and other areas.

Together the alliance partners will be able to provide a seamless continuum of services and expertise in the areas of newsstand circulation, subscription development, paper procurement, print buying, and custom publishing.

NPS Owner and Partner Mark Harris considers this alliance to be of great value to the publishing community and notes that three of our clients have already indicated their plans to take advantage of the anticipated cost savings and gain in industry expertise.

Approached for comment at Circulation Day in New York recently, Greg Wolfe, President of CSI, stated, “We are very pleased and excited to be working with NPS. They have a great reputation, and together I think we can offer publishers great service and value in this very difficult environment.”

CSI has served publishing clients including *Atlantic Monthly*, *E The Environmental Magazine*, *Golf*, *La Cucina Italiana*, *The New Republic*, *Popular Science*, Rodale Press, and Weider History Group. NPS boasts a roster of clients including Kalmbach, August Home, Hachette, Mansueto, and WWE Magazine.

Contact: Mark Harris, NPS, 732-548-0502. | mark@nps1.com