



FOR IMMEDIATE RELEASE

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5280 LAUNCHES CUSTOM PUBLISHING DIVISION

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DENVER (June 2007)– 5280 Publishing, Inc. (www.5280.com) today announced that it has launched a custom publishing division that will provide its partners with a new channel for delivering branded content. The division is headed by Amy McCracken, a longtime publishing expert and former owner of Rock Street Publishing. The custom publishing division will operate out of 5280’s current offices at 1514 Curtis Street.

Under McCracken’s guidance, the division will develop high-quality custom publications, inserts, and supplements for existing advertising partners as well as other organizations looking for custom publishing solutions. Custom publishing services will work in tandem with already effective traditional advertising campaigns and allow clients to build more comprehensive relationships with their customers.

Our goal for the custom publishing division is to provide our clients with new and creative ways to engage their customers,” said Daniel Brogan, president of 5280 Publishing, Inc. “By offering this additional service under the 5280 brand, our clients can be sure that they will get the same product quality and outstanding customer service that they have come to expect from the magazine. “

Through the custom publishing unit 5280 will offer the following services:

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| Publishing Strategy | Account Management |
| Editorial | Website, Design Content and Maintenance |
| Design | Database Management |
| Advertising Sales | Research |
| Production | Promotions and Publicity |
| Circulation/Distribution Management | Multi-Language Editions |
| Financial and Administrative Management | |

5280: Denver’s Mile High Magazine is the essential guide to local issues, dining, arts, entertainment, and living well in the Mile-High City. First published in July 1993, the magazine delivers award-winning content and is the largest local or regional magazine produced in Colorado with a total distribution of more than 80,000. Visit 5280.com for more information about the magazine and to search the city’s most comprehensive restaurant and calendar listings. More information about custom publishing solutions is available at 303.832.5280

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