

For Immediate Release

Contact: Dean Turcol

Communications Director

212-219-7434

Dean.Turcol@worldpub.net

World Publications Acquires Islands Publishing Magazines: *Islands, Spa and Resorts & Great Hotels*

New York, N.Y., April 26, 2004 – Terry Snow, CEO of World Publications, announced today the purchase of *Islands, Spa* and *Resorts & Great Hotels* magazines from Islands Publishing, Santa Barbara, California. World Publications will also own *Islands'* companion title, *Islands Weddings & Honeymoons*, along with the magazines' related Web sites.

“We are very excited about the acquisition of these premium brands. They fit perfectly into our existing portfolio of magazines that serve readers' passions,” says Snow. “In addition, they strengthen our position in the travel and leisure market.” World publishes 15 other award-winning special-interest magazines, including *Caribbean Travel & Life, Saveur, Garden Design, Sport Diver, Sport Fishing* and *Cruising World*.

All editorial, sales and marketing staffs of *Islands, Spa* and *Resorts & Great Hotels* will remain at the current office in Santa Barbara. Back-office operations, including accounting and circulation, will be integrated into World's corporate operations in Winter Park, Florida. The deal was brokered by AdMedia Partners.

At World, Dave Freygang will assume the new role of Group Publisher of the travel division, to include *Islands, Islands Weddings & Honeymoons* and *Caribbean Travel & Life*, adding to his present duties as Group Publisher of the water-sports titles. “We now have a stable of magazines and related Web sites that allows us to provide an even greater range of services to our clients,” Freygang says. “The integrated packages that our sales team will now be able to offer can match or exceed those of anyone in the market.”

Islands is published eight times a year with a circulation of 200,000. *Spa*, published six times a year, has a circulation of 85,000. Published annually, *Resorts & Great Hotels* distributes more than 340,000 copies, and the twice-a-year *Islands Weddings & Honeymoons* distributes 200,000 magazines.

Islands is a passport to the world's most extraordinary destinations. From the South Pacific to the Mediterranean, the magazine stands at the crossroads of romance and adventure. With award-winning writing and breathtaking photography, each issue takes readers around the world to familiar exotic locations such as Bora-Bora and Bali, as well as to remote island outposts known only to a few.

With *Spa*, readers discover the latest advances in self-care, beauty, healthy living and relaxation plus thousands of wonderful ways to be pampered at home. Each issue travels behind the doors of the most luxurious and private retreats for an insider's look at their amenities and features. The magazine offers practical advice on how to select and plan a spa vacation.

Resorts & Great Hotels is the ultimate upscale travel guide for luxury accommodations worldwide. The 2004 edition showcases more than 270 feature articles on the finest hotels -- from five-star legends of European splendor to chic havens in exotic tropical locales -- in over 400 glossy pages.

Islands Weddings & Honeymoons is the authoritative resource on how to achieve the ultimate romantic island experience, even for people who want to marry at home and then honeymoon on an island. Features and departments cover everything from the planning of an island wedding or honeymoon to the hottest styles in wedding attire to coverage of real-life lovebirds pursuing their island dreams.

Headquartered in Winter Park, Florida, and with offices in New York and Newport, Rhode Island, World Publications is a leading producer of special-interest media and entertainment. Employing more than 275 people, World publishes 15 magazines: *Caribbean Travel & Life*, *Saveur*, *Garden Design*, *Sport Diver*, *Sport Fishing*, *Cruising World*, *Sailing World*, *Power Cruising*, *Boating Life*, *WaterSki*, *Fly Fishing in Salt Waters*, *Kiteboarding*, *Marlin*, *WindSurfing* and *Wake Boarding*.

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