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HOME GYM RECOGNIZED AS A BEST NEW MAGAZINE OF 2007

SIMI VALLEY, Calif. March 10, 2008 - Dr. Samir "Mr Magazine" Husni today announced his choices for top magazine launches of 2007.

We are happy to share with you that, alongside such prominent national consumer magazine titles from Men's Health, Conde Nast and Outside magazines, Mr. Husni has included **Home Gym Magazine** among the Top 30 most notable launches of the year.

Home Gym Magazine was launched in the Fall of 2007 with the goal of promoting fitness at home. The quarterly publication is on sale at Barnes and Noble, Books-A-Million bookstores, newsstands, specialty fitness stores and by subscription.

"By focusing its content to strictly home fitness, this publication has successfully targeted a time-crunched segment of the population that is growing tired of making that inconvenient, intimidating trek to the gym," Husni wrote in a review of the magazine.

Widely considered the country's "leading magazine expert," Husni is Chair of the Journalism Department at the University of Mississippi and author of the best selling "Guide to New Magazines," now in its 22nd year.

Husni chose Home Gym Magazine from a total of 715 consumer magazines launched in 2007. Husni said his choices reflect titles that are "innovative and have the potential to make an impact on the industry."

In analyzing new magazines, Husni asks five main questions: How much publicity did the magazine generate? How relevant was the magazine to the intended market? Was the magazine notably diversified and specialized? How innovative was the magazine? Was the magazine so bizarre it had to be included?

You can view the complete list of "Samir Husni's 30 Notable Launches of 2007" on his website: <http://www.mrmagazine.com>

More information on Home Gym Magazine can be found at: <http://www.homegymmag.com>