



NCircle Entertainment Offers DVDs of Popular Family-Friendly Television Programs at Retail Locations

*Kids Titles to Include 'Sabrina: The Animated Series,' 'Heathcliff,' 'The Legend of
Zelda,' 'Super Mario Bros.' and More!*

BONITA SPRINGS, Fla. – March 6, 2007 – NCircle Entertainment, a division of Alliance Entertainment Corporation (AEC), a leading provider of logistics and distribution services to retailers of home entertainment content products including DVDs, CDs and related merchandise, and a subsidiary of Source Interlink Companies, Inc. (Nasdaq: SORC), today announced the immediate availability of an array of family-friendly titles from the DIC Entertainment catalog through major mass market and specialty retailers, including national and regional supermarket and drugstore chains, as well as leading online retailers.

The first wave of titles that NCircle will distribute as part of the three-year deal with DIC Entertainment, which was announced in December 2006, will include the following ten direct-to-video children oriented properties:

- Sabrina The Animated Series, "Witch in Training"
- Heathcliff, "Terror of the Neighborhood"
- Sonic Underground, "Dr. Robotnik's Revenge"
- Where on Earth is Carmen Sandiego?, "Into the Maelstrom"
- Super Mario Bros., "Mario's Movie Madness"
- The Legend of Zelda, "Ganon's Evil Tower"
- ProStars, "Slam Dunking with the Airman"
- Jayce and the Wheeled Warriors, "Escape from the Garden of Evil"
- Secret Garden, "The Secret Garden"
- Stargate Infinity, "The Adventure Begins..."

"We are thrilled to offer this medley of quality, family-friendly entertainment to the market," stated Debbie Ries, Senior Vice President and General Manager, NCircle Entertainment. "And we look forward to expanding and diversifying our entertainment offerings by partnering with industry leading content providers such as DIC."

More information about NCircle can be found at www.NCircleEntertainment.com.

About NCircle Entertainment/Alliance Entertainment Corp.

NCircle Entertainment, an Alliance Entertainment Corp. division, licenses family, children and special interest programming products to the home entertainment market. Alliance maintains the largest in-stock catalog of CDs and DVDs in the US--a combined total of more than 335,000 titles. Trading partners include the major record labels and movie studios. The Company was named the 2006 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM).

Alliance is a subsidiary of Source Interlink Companies, Inc., (NASDAQ: SORC) a leading marketing, merchandising and fulfillment company of home entertainment products which, in addition to music CDs and DVDs, also distributes magazines and books and provides a range of in-store services to retailers throughout North America. With annual run rate revenue of approximately \$2 billion, Source Interlink provides its products and services to 110,000 retail store locations throughout North America. You can learn more about Alliance at www.aent.com and Source Interlink at www.sourceinterlink.com.

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