



MEDIA ALERT

NCircle Entertainment Transforms the Quintessential American Family Vacation

Company Introduces National Summer “Perfect for the Car” Grocer Promo

Just in Time for Summer Road Trips!

Equipped with portable DVD players and in-car entertainment systems, technology has reinvented how modern families take road trips. NCircle Entertainment is ready to keep young minds sharp and engaged during the coming months by introducing “Perfect for the Car,” its summer display promotional program offering an assortment of affordable children’s video titles at select grocery stores nationwide. Putting an inevitable end to the age-old question “Are We There Yet?,” “Perfect for the Car” is designed to help entertain children during those family excursions that involve long car rides. At an MSRP of \$6.99 each, these DVDs can be found in customized floor and counter corrugated retail displays at the front-end.

Yield for Featured DVD Titles – Old and New

Together, parents and children can select from a variety of unique, fun and action-packed DVDs ranging from old favorites to exciting new titles, including:

- Heathcliff
- Hermie & Friends
- Horseland
- Mighty Machines
- Sabrina the Animated Series
- Sonic Underground
- Super Mario Bros.
- The Legend of Zelda
- The Littles
- Trollz

This Way to National Grocery Stores

The "Perfect for the Car" program will hit national grocery stores late-June and run through the end of August. The program will also be supported by a national print campaign.

About NCircle Entertainment

NCircle Entertainment, a division of Alliance Entertainment, LLC, licenses, manufactures and distributes family and children's programming and related images for home entertainment and consumer products. Alliance maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 335,000 titles. The Company was named the 2007 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 media and marketing services company, one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, video games, books, and related items. Source Interlink serves more than 100,000 retail store locations throughout North America. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise. You can learn more about Alliance at www.aent.com and Source Interlink at www.sourceinterlink.com.

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