



NCircle Entertainment and Thomas Nelson, Inc. Enter Into Exclusive Distribution Partnership

Thomas Nelson to Provide NCircle with North American Home Entertainment Distribution Rights to Max Lucado's Hermie & Friends Titles

BONITA SPRINGS, Fla. and NASHVILLE, Tenn. – March 14, 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 that it has entered into a new exclusive three-year DVD and digital format distribution deal with Thomas Nelson, one of the world's largest Christian content providers. Under the terms of the agreement, NCircle obtains the general market rights to the enormously popular Hermie & Friends educational series by Pastor and best-selling author Max Lucado, including all eight current titles, as well as future titles for the United States and Canada.

“We are happy to expand our offerings by partnering with a leading educational and inspirational content provider such as Thomas Nelson,” stated Debbie Ries, Senior Vice President and General Manager. “The acquisition of the engaging Hermie & Friends content is a valuable addition to our growing library of quality children-oriented entertainment.”

“The partnership with NCircle will help propel our beloved *Hermie* into the much wider home entertainment marketplace,” commented Dan Lynch, Senior Vice President, Thomas Nelson. “We're confident that this relationship will broaden the reach of the Hermie & Friends brand.”

Starring the voices of Tim Conway (Hermie), Don Knotts (Wormie), Richard Kind (Milo) and Vicki Lawrence (Flo), the Max Lucado's Hermie & Friends series has garnered DVD sales of more than two million units since its introduction in 2003. To date, the complete line of Hermie & Friends products, including books, toys, games and more, have sold more than four million units. Seven of the eight Hermie & Friends titles have reached the No. 1 position on the Top Children's Video Charts for the CBA market as measured by Nielson SoundScan. Additionally, the series produced the No. 1 selling Christian market video for two consecutive years, 2005 and 2006.

“Hermie: A Common Caterpillar” and “Milo the Mantis Who Wouldn't Pray,” the first releases from NCircle, are expected to be available at retail locations this August. Additional titles slated for release include the following: “Flo the Lyin' Fly,” “Webster the Scaredy Spider,” “Buzby the

Misbehaving Bee,” “A Fruitcake Christmas,” “Stanley the Stinkbug Goes to Camp,” and “To Share or Nut to Share.”

This NCircle deal follows the December 2006 DIC distribution partnership announcement for select animated and live-action titles from DIC’s library. 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.

About Thomas Nelson, Inc.

Thomas Nelson, Inc. is a leading global provider of inspirational products and inspirational events emphasizing high moral standards and family values including the animated *Max Lucado’s Hermie & Friends* series. With satellite locations in China and Brazil, Thomas Nelson has a vast international reach and is currently the sixth largest book publisher in North America.

Best selling authors such as Max Lucado, John Maxwell, Ted Dekker, John Eldredge and Robin McGraw have found their home at this Nashville-based publishing house. For more information, please visit our website at: www.thomasnelson.com.

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