



NCircle Entertainment Licensed Properties Honored with 2008 Parents' Choice Awards

**“Hello Hopla!,” “WordWorld: Welcome to the World” and “WordWorld:
Rocket to the Moon” Take Top Honors**

Awards Honor NCircle Titles in DVD Format That Entertain and Educate

Dallas, Tex. – March 26, 2008 – NCircle Entertainment today announced that “Hello Hopla!,” “WordWorld: Welcome to the World” and “WordWorld: Rocket to the Moon” have been awarded top honors at the Parents' Choice Foundation's (PCF) 2008 Parents' Choice Awards™. Gold award winners in the Spring 2008 DVD category for various ages (see chart below), the titles were selected by PCF's esteemed panel of educators, scientists, performing artists, librarians, parents and kids as three of a select group of quality products that both entertain and educate.

TITLE	AWARD	AGE GROUP
Hello Hopla!	2008 Parents' Choice Gold	1 - 4 yrs.
WordWorld: Rocket to the Moon	2008 Parents' Choice Gold	3 - 5 yrs.
WordWorld: Welcome to the World	2008 Parents' Choice Gold	3 - 5 yrs.

Established in 1978, PCF is the nation's oldest nonprofit guide to quality children's media and toys. PCF's objective is to research and recommend fairly priced products in today's vast marketplace that help kids grow – imaginatively, physically, morally and mentally – that are fun, safe and socially sound. The Parents' Choice Awards program honors the best material for children's books, toys, music and storytelling, magazines, software, videogames, TV and Web sites. PCF identifies the very best products for children of different ages and backgrounds, and of varied skill and interest levels.

“We thank Parents' Choice Foundation, an organization whose mission of excellence we hold in very high regard, for their support and recognition of these fine titles,” stated Debbie Ries, Senior Vice President and General Manager of NCircle Entertainment. “The awards reinforce our belief in our selection of Hopla and WordWorld as products that stimulate imagination, inspire creativity and contribute to early childhood development.”

Hopla is a 3-D CGI animated production created by Belgian illustrator Bert Smets. The world-renowned series features Hopla, a curious rabbit, and his friends: Onki the pig, Lola the cat, and Nina the bear. The happy little animals inhabit a colorful world filled with fun and friendship. Combining bright animation, lovable characters and positive lessons, "Hello Hopla!" includes exciting exploratory tales totaling 60 minutes of running time broken out into five-minute episodes.

WordWorld, which is currently airing daily on PBS KIDS®, is partially funded by the U.S. Department of Education as part of the Ready to Learn Partnership literacy initiative. Intended to increase preschoolers' literacy skills, the 3D CGI animated children's series contains fun narratives built on an ensemble cast known as WordFriends™. Kids watch as Frog, Sheep, Pig, Duck and Dog go on comic adventures, facing challenges that can only be resolved by building the correct word. Each DVD contains four engaging episodes totaling 60 minutes, eight Build-A-Word songs and a Music Video bonus feature.

All DVDs are available at major mass market, online and specialty channels at the suggested retail price of \$14.99. For more information about NCircle or where to purchase Hopla and WordWorld home entertainment, please visit www.NCircleEntertainment.com.

About NCircle Entertainment/Alliance Entertainment Corp.

NCircle Entertainment, an Alliance Entertainment, LLC division, 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 2006 Large Wholesaler of the Year by the National Association of Recording Merchandisers (NARM).

Alliance is a subsidiary of Source Interlink Companies, Inc., 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, games, books, and related items. Source Interlink serves approximately 110,000 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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