



NCircle Selected to Distribute Taffy Entertainment Children's Properties

Deal Includes DVD & Digital Rights for *Dive Olly Dive!*

DALLAS, Tex. – June 10, 2008 – NCircle Entertainment, continuing its momentum in the children's home entertainment space, announced today that it has entered into a five-year agreement with The MoonScoop Group's Taffy Entertainment, a leading worldwide distribution, brand management and entertainment company, representing brands from some of the largest animation producers across the globe. This North American licensing arrangement allows for new first time distribution at brick-and-mortar and online retail outlets of Taffy's **Dive Olly Dive!**, which airs on PBS KIDS Sprout and Animanía HD.

"We are delighted to partner with such a creative and successful entertainment company like Taffy Entertainment," said Debbie Ries, Senior Vice President and General Manager, NCircle Entertainment. "This alliance adds further dimension to our entertainment offerings and supports our mission of delivering trusted products built on themes of quality, entertainment and education to kids and their families."

"As one of the premiere boutique distributors, we believe NCircle has a great understanding of the children's home entertainment space," said Lionel Marty, President, Worldwide Sales for Taffy Entertainment. "They're the ideal partner to grow our properties and elevate the presence of Dive Olly Dive! in the U.S. and Canada."

A 2008 Emmy® Award nominee, Dive Olly Dive! follows the fun-filled underwater escapades of Olly and Beth, two young research submarines-in-training. The two live in a deep-sea research center known as SURF--the Special Underwater Research Facility, where they experience the joys and challenges of life in their underwater world, much in the same way that preschoolers experience life in their world. Created using the latest advances in high-definition 3D CGI animation, the series features an incredibly lifelike underwater world, along with storylines that educate children on the delicate nature of the ecosystems that exist beneath the oceans. In addition to its U.S. broadcast, Dive Olly Dive! is establishing itself as a hit series across Europe, Asia and Latin America. Created by Andrew and Ian Ross, the adventurous series is a co-production of Mike Young Productions; Flying Bark Productions of Australia; KI.KA, ARD of Germany; Telegael of Ireland and GDC. It is also produced with the support of the MEDIA Plus Programme of the European Community.

For more information on NCircle or where to purchase additional Taffy Entertainment titles, please visit www.ncircleentertainment.com.

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.

About Taffy Entertainment

Part of The MoonScoop Group, Taffy Entertainment (www.TaffyEntertainment.com) is a leading
worldwide distribution, brand management and entertainment company representing brands from
some of the largest animation producers across the globe. This includes the prolific Mike Young
Productions; MoonScoop Productions, the top producer of animation in Europe; and select
properties from third parties. Winner of Kidscreen magazine's 2007 Distributor of the Year
Award, Taffy's library for distribution and/or consumer products includes the Emmy® Award-
nominated series "ToddWorld," "Dive Olly Dive!" and "Growing Up Creepie," as well as "Pet
Alien," "Titeuf" (TooTuff), "I Got A Rocket!," "Fantastic Four," "Code Lyoko" and "Casper," among
many others. With offices in Paris, Los Angeles and Shanghai, the company has fully-integrated
production, distribution, licensing, merchandising and marketing facilities. It also has a library that
includes over 3,000 half hours of animation, encompassing some of the most recognizable
worldwide brands and best-loved animated creations in the global television market. The
company also distributes to leading broadcasters in 160 countries around the world.

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