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Trollz™ Movies Magically Appear in Home Entertainment Market with Help of NCircle Entertainment

**Back by Popular Demand, Trollz Series Available
at Key Mass and Ancillary Retailers on August 14th**

BONITA SPRINGS, Fla. – August 08, 2007 – NCircle Entertainment today announced that the first two Trollz movies, “Best Friends for Life” and “Magic of the Five,” are slated for release on August 14th. As part of the Company’s multi-year North American DVD and digital format distribution deal with DIC Entertainment, the series will be available at major mass market and specialty channels at the low price of \$6.99.

“Building upon the popularity of the existing animated television series, we see great potential with the coveted ‘tween’ girl market, as we offer Trollz to consumers at a value price point,” stated Debbie Ries, Senior Vice President and General Manager. “Adding Trollz to our catalog further advances NCircle’s momentum and expands the roster of quality material we offer to retailers.”

Each DVD includes exciting action-packed adventures totaling 67 minutes of running time, along with Spell Moment and music video bonus features.

“Best Friends for Life” synopsis

Meet Amethyst, Ruby, Topaz, Onyx and Sapphire! Five best friends who are pure magic. These happenin' gal pals just happen to be Trollz, enchanted beings who shop 'til they drop, chat, go to school, meet guys, hang at the hair salon and coffee house -- and use their magical powers to make life even more exciting. In this first full-length movie, Amethyst finally learns to cast spells. But jealous Ruby zaps her with an unpopularity spell that -- oops! -- boomerangs. Can Amethyst save Ruby...and the Trollz' friendship?

“Magic of the Five” synopsis

Best friends Amethyst, Ruby, Topaz, Onyx and Sapphire unexpectedly tangle with Simon, an ancient powerhungry gremlin, when he fools them into thinking he is a nice little boy. At the same time, the gems of the BFFL Trollz begin to lose their glow. That means - NO MORE MAGIC! And, it's no coincidence. Evil Simon and his sidekick, Snarf, set into motion plans to steal their magic. The BFFL Trollz become tighter than ever as they master the "MAGIC OF THE FIVE" and prove that working together can overcome all obstacles -- even Simon's ancient evil.

Look for the latest news on the Amethyst, Ruby, Topaz, Onyx and Sapphire by logging on to their engaging interactive website at www.trollz.com. For more information about NCircle or how to find Trollz home entertainment, please visit www.NCircleEntertainment.com.

About NCircle Entertainment/Alliance Entertainment Corp.

NCircle Entertainment, an Alliance Entertainment Corp. 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. 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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