



**M2 Media Group Ranked the 24th Fastest Growing Company in North America on Deloitte's 2009 Technology Fast 500™**

*Attributes its 9,516 Percent Revenue Growth to Technological Innovation and Market Expertise*

Stamford, Conn., October 21, 2009 — M2 Media Group today announced that it ranked number 24 on Technology Fast 500™, Deloitte LLP's ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the five year period from 2004–2008. M2 Media Group grew 9,516 percent during this period.

M2 Media Group's CEO, Michael Borchetta, credits great employees, technological innovation and high quality circulation programs with the company's 9,516% revenue growth over the past five years. He said, "We are thrilled to be included in such an elite group of companies and honored by this prestigious award. We continually strive to innovate and deliver valuable services to the magazine publishing industry. I'm very proud of the efforts of our outstanding team."

"Technology Fast 500™ recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth," said Phil Asmundson, Vice Chairman and U.S. Technology, Media and Telecommunications leader, Deloitte LLP. "We congratulate M2 Media Group on this accomplishment."

"With its impressive five-year growth, M2 Media Group has earned its position among the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America," said Mark Jensen, Managing Partner, Technology and Venture Capital Services, Deloitte & Touche LLP. "Deloitte is proud to honor M2 for its achievement."

M2 Media Group further ranked number 3 in the Tri-State area and number 1 in the state of Connecticut on the Technology Fast 500™.

**Technology Fast 500™ Selection and Qualifying Criteria**

Technology Fast 500™ provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. This ranking is compiled from nominations submitted directly to the Technology Fast 500™ website, and public company database research conducted by Deloitte. Technology Fast 500™ award winners for 2009 are selected based on percentage fiscal year revenue growth during the five year period from 2004 to 2008.

In order to be eligible for Technology Fast 500™ recognition, companies must own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenues. Using other companies' technology or intellectual property in a unique way does not satisfy this requirement. Consulting companies, professional service firms, etc. are not eligible unless they have proprietary technology that contributes to a significant

portion of their operating revenues.

Technology Fast 500™ award eligibility requirements also include base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. These revenues must have more than doubled between 2004 and 2008. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

### **About M2 Media Group**

M2 Media Group ([m2mediagroup.com](http://m2mediagroup.com)) is a leading magazine subscription agency that enables online retailers and reward programs to sell and provide magazine subscriptions to customers through its integrated e-commerce platform. M2 also owns and operates several leading magazine services, including Blue Dolphin, an online magazine retailer, and Mercury Magazines, one of the largest online distributors of business and trade publications.

### **About Deloitte**

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