



M2 Media Group Earns Spot on *Inc. 500* as One of America's Most Dynamic Companies

M2 recognized as one of the nation's fastest growing private companies with three-year sales growth of 554.1%

STAMFORD, August 17, 2009 -- M2 Media Group announced it has been named No. 467 in *Inc.* magazine's 28th annual *Inc. 500* – an exclusive listing of the nation's fastest-growing private companies. In the state of Connecticut, the company further ranked No. 5 overall and No. 1 in its industry.

The *Inc. 500* represents the most comprehensive look at the most important segment of the economy—America's independent-minded entrepreneurs. It has helped companies such as Microsoft, Zappos, GoDaddy, Oracle, and hundreds of other powerhouses to gain early exposure as members of this exclusive list.

"If you want to know which companies are going to change the world, look at the *Inc. 500*," said *Inc.* editor Jane Berentson. "These are the most dynamic, fast-growth companies in the nation, the ones finding innovative solutions to problems, creating smart systems, and inventing products we soon discover we can't live without. The *Inc. 500* list is *Inc.* magazine's tribute to American business ingenuity and ambition."

M2 Media Group is one of the premier subscription agencies in the magazine publishing industry. The company offers over 1,000 magazine titles through its direct-to-publisher supply network and fulfills millions of subscriptions annually. M2 enables online retailers to sell subscriptions, loyalty programs to offer magazines for miles or points, and business professionals to subscribe to free industry publications. The company partners with the world's leading magazine publishers, retailers and loyalty programs including Barnes & Noble, Expedia, and Priority Club® Rewards.

"We are extremely honored to be ranked among *Inc.*'s fastest growing companies, including the local recognition as Connecticut's top marketing firm," said Michael Frank, President of M2 Media Group. "Our company is dedicated to providing world-class magazine programs to retailers and reward programs, and ultimately delivering reliable circulation to the magazine publishing industry."

The 2009 *Inc. 500* reported aggregate revenue of \$18.4 billion—up significantly from last year's \$13.7 billion—and a median three-year growth rate of 880.5 percent. The companies on this year's list are also responsible for creating more than 55,000 jobs

since their founding, making the Inc. 500 perhaps the best example of the impact private, fast-growing companies can have on the overall U.S. economy.

About M2 Media Group

Founded in 2004, M2 Media Group (www.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 *Inc.* Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers solutions for today's innovative company builders. With total paid circulation of 712,961, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology.