



M2 Media Group Wins Connecticut Technology Council UHY LLP Tech Top 40 Award as #1 Media Company

Attributes Technological Innovation and Industry Expertise to its Outstanding Revenue Growth

Stamford, Conn., November 2, 2009 — M2 Media Group has been named to the Connecticut Technology Council's 2009 UHY LLP Tech Top 40 program, a celebration of the 40 fastest growing Software, IT, New Media, Advanced Manufacturing, Energy/Telecom/Green Tech and Life Sciences companies in Connecticut. Amongst the states best and fastest growing companies, M2 ranked #1 in the New Media/Internet/Telecom category. Selection was based on the percentage revenue growth over four years from 2005–2008.

M2 Media Group's CEO Michael Borchetta credits a focus on technological innovation and quality circulation programs for magazine publishers with the company's 761 percent revenue growth from 2005–2008. Borchetta said, "We're not afraid to invest in technology-based solutions if it ultimately delivers a better service and end-product for our magazine publisher clients and marketing partners."

To qualify for the UHY LLP Tech Top 40, companies must have had operating revenues of at least \$50,000 in 2004 and \$3,000,000 in 2008, be headquartered in Connecticut, and be own proprietary technology or proprietary intellectual property that contributes to a significant portion of the company's operating revenues; or devotes a significant proportion of revenues to the research and development of technology.

About M2 Media Group

M2 Media Group (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.

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About The Connecticut Technology Council, Inc.

The Connecticut Technology Council is the state's industry association for the technology sector. CTC's mission is to "connect people, ideas and opportunities to the global technology and innovation community." CTC provides members with business assistance and specialized programs, in addition to promoting and supporting public policies that position Connecticut to have a globally recognized "culture of innovation" that helps attract great ideas and entrepreneurs to in turn develop new jobs and wealth for the state. www.ct.org