



March 25, 2009

Source Interlink Media™ Partners with CafePress to Launch Online Shops for more than 75 Magazines

Merchandise From Publications Including Car Craft, 4Wheel & Off Road, Super Street Bike, and Powder, Now Available

SAN MATEO, CA March 25, 2009 - [Source Interlink Media](#), one of the largest publishers of magazines and online content for enthusiast audiences, today announced the launch of over 75 new, online shops selling magazine branded [T-shirts](#), [hats](#), and other [popular gifts](#). Source Interlink Media chose to partner with [CafePress](#), the leader in user-generated commerce, based on their exemplary customer service, their ability to easily create online shops for each media property, and their ability to efficiently produce product on demand.

Through this partnership, CafePress seamlessly hosts each store, manages all payment transactions, shipping, and customer service, while employing print-on-demand technology for all merchandise and operates an affiliate program that allows partners to tap into its catalog of relevant user-generated designs.

"Our media brands have built their success by tapping into fan bases of enthusiasts," comments Sean Holzman, president of Source Interlink Media's Enterprise division. "A partnership with CafePress allows us to easily operate shops for every publication we have giving our readers access to merchandise they'll love."

Some of the merchandise shops now available include:

[MOTOR TREND](#)
[Automobile](#)
[LOWRIDER](#)
[LOWRIDER Girls](#)
[HOT ROD](#)
[Four Wheeler](#)
[4 Wheel & Off Road](#)
[Heavy Hitters](#)
[Rod & Custom](#)
[Hot Bike](#)
[Street Chopper](#)
[Car Craft](#)
[Super Street](#)
[Import Tuner](#)
[Dirt Rider](#)
[Super Street Bike](#)
[Powder](#)
[Snowboarder](#)
[Horse & Rider](#)
[SAIL](#)

"Through our partnership, Source Interlink Media gains the ability to sell quality, branded merchandise easily and efficiently to its diverse readership base," said CafePress Vice President of Marketing Amy Maniatis. "Now and in the future, readers will enjoy enhanced product selection and new designs as these merchandise shops evolve."

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About CafePress

CafePress is the leader in User-Generated Commerce and offers sellers turnkey e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts.

For more information visit CafePress at www.cafepress.com.

About Source Interlink

Source Interlink Companies, Inc. (NASDAQ: SORC), a \$2.2 Billion media and marketing services company operating in 25 states, is a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences. Source Interlink Media, LLC publishes over 75 magazines and 90 related web sites. Source Interlink Distribution services tens of thousands of retail store locations throughout North America distributing DVDs, music CDs, magazines, video games, books, and related items. In addition to distributing over 5,900 distinct magazine titles annually, the Company maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 260,000 titles. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.

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