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BOATING MAGAZINE LAUNCHES FISHBOATMAG.COM

LOS ANGELES, October 23, 2006 — *BOATING* magazine Vice President/Publisher Wade Luce announced the launch of fishboatmag.com, a new online publication dedicated to sportfishing enthusiasts.

Fishboatmag.com is an interactive website where visitors will find exclusive content and boat tests, gear reviews, photo galleries, destination highlights, advertisers promotions and sweepstakes.

Award-winning *BOATING* editor Pete McDonald will act as content editor for the site, bringing visitors not only his latest reviews and recommendations, but also a unique daily blog, *Daily Casts*, full of stories, pictures and anecdotes on his latest adventures. Visitors can also expect contributions from the entire team of *BOATING* editors, including Ultimate Angler, Lenny Rudow.

"Education and entertainment are our primary objectives for fishboatmag.com," says McDonald. "We are focusing our content strictly to serve as the one-stop online resource for all things angling. By bringing our professional insight and experience to our online community within an entertaining, easy to use format, sportfishing fans will have all the information they need to buy their next boat or plan their next excursion, updated everyday online."

Fishboatmag.com further defines the market leading status of the *BOATING* magazine brand. Delivering the largest extended audience in the marine market, *BOATING* will reach an estimated six million boating and fishing enthusiasts each month.

"We strive to deliver superior market coverage for our advertisers," says Luce. "By introducing fishboatmag.com to our collection of *BOATING* extensions, which include *SpeedBoat* magazine and boatingmag.com, we are able to offer our marketing partners an even wider variety of custom advertising opportunities to best serve their marketing goals."

Celebrating 50 years as *The World's Largest Powerboat Magazine*, *BOATING* leads the marine category in total paid circulation and newsstand sales, according to recently released ABC Statements.

About Hachette Filipacchi Media U.S.

Hachette reaches over 50 million consumers in the U.S. through its enthusiast brands which include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE*, *ELLE Decor*, *ELLEgirl*, *Flying*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Shock*, *Sound & Vision* and *Woman's Day*. In addition to the print magazine, each brand has a digital edition and website. A number of Hachette brands have extensions in television, radio, mobile services and consumer branded events. Hachette Filipacchi Media U.S., Inc., the New York-headquartered subsidiary of Hachette Filipacchi Médias S.A., a wholly-owned subsidiary of Lagardère SCA, also includes book and custom publishing, integrated marketing, database and market research, as well as licensing. The Hachette website address is www.hfmus.com.

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