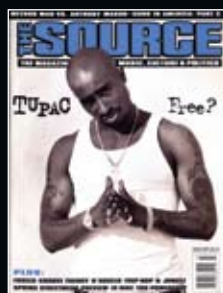




THE SOURCE

- MISSION STATEMENT
- LIKE WE DO
- ACCOMPLISHMENTS
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MISSION STATEMENT

For 20 years, The Source has been the leading international voice for the ever-evolving world of Hip-Hop music, culture and politics. It is our goal to cover every aspect of this unique and vibrant culture—from the streets that spawn our increasingly creative music and fashion to the power players that direct the boardrooms and make our products into viable commodities and profitable investments.

At our core, The Source is the chronicler and curator of Hip-Hop's four essential elements—MCing, DJing, graffiti and break dancing. As Hip-Hop has evolved into an embodiment of popular culture on a global scale, we remain dedicated to providing its strongest and most reliable voice.

It is this mission that continues to provide our driving force to be popular culture's most entertaining, complete and respected brand in Hip-Hop and youth culture. From Source Latino to Source France and Source Japan, the influence of the Source is unrivaled in the global presentation of Hip-Hop.

The Source's coverage is dynamic and remains committed to our growing and diverse audience. Under new ownership, The Source's NEW ERA will see the brand hitting even larger audiences through a wide-ranging multi-media platform that utilizes traditional methods like TV, radio and of course, the Source's loyal newsstand base, cohesively with new media outlets like the web and mobile technologies. Without compromise, The Source remains committed to documenting the total lifestyle surrounding Hip-Hop that branches into every niche of popular culture worldwide.

There's a good reason why The Source has dominated as the most recognizable "source" of Hip-Hop and youth culture for the last 20 years.



NO ONE COVERS THE HIP-HOP LIFESTYLE LIKE WE DO

The Source continues to be one of the most coveted and recognizable names in popular culture journalism due in large part to our connection to the Hip-Hop community and our varied editorial content. That editorial includes:

- In-depth analysis and coverage on music, politics, news, technology, art, business, culture and fashion
- Hard-hitting Q&As with the cultural leaders of today
- In-depth, in-person profiles on important cultural figures
- Investigative reporting on worldwide issues
- Interactive and informative music and cultural packages
- Unrivaled coverage on Hip-Hopcentric art, which includes graffiti, murals, paintings other styles
- Prominent features on DJs and producers, the people responsible for creating and exposing rap music to the world
- Exclusive articles focusing on Hip-Hop related dance, whether it be b-boys in television commercials or dancers in blockbuster films
- International Hip-Hop (i.e., Source Latino, Source Japan and Source France)

The Source covers the issues most important to youth culture in its annual specials:

- Music (Reggae, R&B, Producers packages)
- Culture (From Art & Travel to Car packages and Sports season previews)
- Politics (From Media Watch to investigative reporting)
- Business (Independent labels, Power 30 Packages)
- Technology and telecom (Web and mobile packages)
- World Issues (International packages covering Hip-Hop culture in various countries)
- Legal (Behind Bars expose)

Furthermore, each month The Source showcases **eye-popping and adventurous fashion spreads** that reflect style and boast the biggest names in the clothing industry, along with the hottest up-and-coming designers.



A HISTORY OF ACCOMPLISHMENTS

The Source has had unparalleled achievements in our 20-year history. While the magazine was undoubtedly the foundation, The Source has created 20 years of content and our accomplishments stretch far beyond the pages of the magazine...

MAGAZINE

- Rated one of GQ magazine's "Most Influential" of the last 50 years
- Celebrating 20th Anniversary in August 2008
- Longest running, worldwide Hip-Hop publication in existence
- Among top 50 newsstand titles (based on sales and revenue)
- Named to Capell's Top 10 titles of the '90s (one of the leading publishing trade newsletters)
- Recipient of Folio's Editorial Excellence Award
- Multiple awards and acknowledgments for outstanding performance from numerous publications, including Advertising Age, MediaWeek, Brills, LA Times and NY Daily News
- Single-handedly created the first Urban Fashion advertising marketplace

THE SOURCE AWARDS

- The Source Awards set unprecedented ratings for UPN in '99, '00 and '01 -- ranking #1 for teens and adults ages 18-34 (Source: NTI, 8/28/01).
- The Source Awards 2000 was the highest-rated show among African-American teens - with the exception of the Super Bowl XXXIV -- delivering a 26.3 rating vs. the Super Bowl's 26.5.
- The Source Awards 2004 was BET's 6th-highest rated show.

THE SOURCE HIP-HOP HITS CD COMPILATION SERIES

- 14 separate commercial releases
- Over 7 million units sold to date

TELEVISION

- Two shows successfully launched via syndication simultaneously:
 - The Source All-Access
 - The Source Sound Lab



SPECIAL 20TH ANNIVERSARY EVENTS

A 20-year anniversary only comes around once, so we've decided to make it a year-long celebration. We've created opportunities to work with our advertising partners throughout the year as we celebrate. Here's a look at our calendar so far...

JUNE '08

Black Music Month Salute Series

In honor of Black Music Month, The Source will be hosting a series of dinner parties to honor the industries of journalism, radio and advertising.

JULY '08

Coast-2-Coast 20th Anniversary Parties

Join The Source from coast-to-coast as we celebrate our 20th Anniversary with two extravaganzas in New York and LA.

AUGUST '08

The Magic Show

20th Anniversary Grand Finale

The grand finale of our 20th Anniversary parties will be an over-the-top celebration to be held at the MAGIC show in Las Vegas.

SEPTEMBER '08

"A New Era" Relaunch Party

The first 20 years has been legendary, but we are even more excited about the next 20! Join us as we officially bring in "A New Era" and unveil our progressive redesigned version of The Source at our "Relaunch Party."

OCTOBER '08

Internet Relaunch Party

The Source will celebrate the unveiling of its new state of the art internet site.

NOVEMBER / DECEMBER '08

The Source Concert Tour

In conjunction with the hottest Hip-Hop artists, The Source will begin its inaugural concert and education tour. This tour won't be limited to a few musical artists and a few markets. It will be major.

JANUARY '09

The Source Comedy Series

The Source will kick-off 2009 with a series of comedy events. By grouping the nation's hottest comics with the hottest artists, this will be an experience like no other.

FEBRUARY '09

Super Bowl Weekend

The Source is setting up a weekend full of events in Tampa for the Super Bowl-- from a party that will feature the biggest celebs in the business to video game tournaments to fashion shows.

Black History Town Hall Meeting

To celebrate Black History month, The Source will gather the most prominent political figures to speak with our readers and artists about the issues affecting them.

MARCH '09

Fashion Week Celebration

To coincide with New York's fashion week, The Source will kick things off with a fashion show highlighting the hottest designers and companies in urban style

APRIL '09

Hip-Hop Art and Graffiti Showcase

The Source will host a viewing in one of New York's premier art galleries to showcase historic and new pieces from a lengthy roster of talented artists from around the world.

MAY '09

Celebration of Hip-Hop Dance

In conjunction with the anniversary festivities for New York's legendary Rock Steady Crew, The Source will host a "day in the park" to celebrate the evolution of Hip-Hop dance.

JUNE '09

Education Initiative

As a way to encourage our young readers to stay in school, The Source will set up seminars throughout the summer, inviting successful artists and entrepreneurs from the industry to work directly with them.