

PRESS RELEASE

B+B Media Company acquires Professional Publishing Company *j'n'c*

- *j'n'c* becomes member of European Professional Publishing Group
- New name B+B Media Company
- *TM FashionTrendMagazin* with new editors-in-chief
- New print and online products on the horizon in the third quarter

Düsseldorf, 5th May 2009 – Branche & Business Fachverlag GmbH, Düsseldorf, is acquiring J&C Publishing Services GmbH, Langenfeld, and will soon operate under the name B+B Media Company GmbH. The name change sends a signal: the continued expansion of the publishing house as a leading supplier of fashion, lifestyle and trend publications. Already now with the *TM FashionTrendMagazin*, the publishing house boasts the specialist fashion magazine with the widest circulation in Germany, according to the IVW I/2009. In addition to the existing titles, new print and online products from B+B Media Company are on the way for this autumn.

The majority shareholder of B+B Media Company GmbH is European Professional Publishing Group, Munich, whose objective is to become a top supplier in the market for specialized information in Europe. The European Professional Publishing Group is a portfolio company of Management Capital Holding, AG.

B+B Media Company—which has achieved success with *TM Fashion Trendmagazin* for over sixty years—will provide the umbrella to launch *j'n'c Magazine* and *j'n'c News* for innovative street wear and casual fashion as well as the specialty titles *BodyVision* for underwear and lingerie and *Shoes & Accessories* for the specialty trade in fashion and shoes. In addition, B+B Media Company publishes the internationally acclaimed fashion trends books *Styling; Forecast; and Casual and Accessories*, which serve as an early information source for the creative community, buyers and product managers. Over the medium term, more print and online publications for the fashion sector will round out the publishing program.

The new editors-in-chief of *TM FashionTrendmagazin* will be TM's former head of fashion, Marita Sonnenberg, and J&C Publishing company executive Rainer Schlatmann. The former TM editor in chief, Harald Hochheimer, will again pursue his wish to dedicate himself more to journalistic writing, and will remain closely involved with the publishing house as Managing Editor focusing on economics and industry. Uwe Schaufler, former shareholder of J&C Publishing, will take on responsibility for production and administration across all of B+B Media Company.

“For over 16 years, we have been offering independent coverage and analysis for the expanding leisurewear market with the *j'n'c* magazines. The time is ripe for merging into effectively operating networks in order to develop new products and thereby make use of available synergy potential. I am delighted that we can now bring *j'n'c* into B+B Media Company and support the expansion of a leading publishing house specializing in fashion”, commented Rainer Schlatmann, new TM editor-in-chief of B+B Media Company. “B+B Media Company publications ideally complement each other. The editors each have access to excellent networks in the fashion industry and constitute a most proficient editing team”. Ferdinand von Wrede, Managing Director of B+B Media Company GmbH, declared “Collectively, we have a series of plans. By autumn of this year the company will be launching additional publications. Also, in view of changes in media usage, the publishing house aims in the future to gain a broader positioning with innovative, market-relevant products. In the fashion industry we see a further requirement for specialist and trend information presented professionally in both print and online”, he added.

About Branche & Business Fachverlag

Branche & Business Fachverlag, based in Düsseldorf, is one of the top publishing houses in Germany focused on fashion industry. The specialist magazine *TM FashionTrendMagazin*, formerly *Textil-Mitteilungen*, has been published since 1946 as a fashion magazine targeting textile retailers and the clothing industry. Over time, the publishing program has been extended into international trend books and fashion trend books, which rank among the trend publications with the widest circulation.

See: www.tm-fashion.de

About j'n'c Publishing

In August 1992 Uwe Schaufler and Rainer Schlatmann founded J&C Publishing Services GmbH, launching the then unique industry information service *Jeans + Casuals* – now *j'n'c News* – for the leisurewear market. Since 1999, *j'n'c Magazine*, with a spotlight on fashion, has been a symbol for in the rich environment of lifestyle, photography, culture, music and design through interviews, features, portraits, fashion shootings, city guides and shop presentations and has given a visionary face to the market for creativity.

See: www.jnc-net.de

About European Professional Publishing Group

The European Professional Publishing Group (EPPG), based in Munich, is comprised of medium-sized publishing companies in the field of specialist information and interests. EPPG is dedicated to growing group companies by providing the management guidance and financial resources for expansion organically and through acquisitions.

See: www.eppg.de

About Management Capital Holding

Management Capital Holding is a Munich-based investment firm with offices in New York that focuses in particular on management buyouts of small- and medium-sized companies in Germany, Austria, Switzerland and the Benelux countries.

See: www.management-capital.com

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