



NEWSSTAND MARKETING ALERT

November 15, 2006

Dear Industry Partner,

We launched Maplegate Media Group in 2003 with the goal of serving the radio control hobby community with new and unique publications. Since then, RC DRIVER and FLY RC have become major voices within our hobby community and strong ambassadors for RC hobbies in the mainstream market! We have been pleased to share the strong newsstand success of FLY RC and RC DRIVER with you as we have continued to increase our market share and move into the first place position with FLY RC and second place with RC DRIVER. ROBOT, a groundbreaking publication in the emerging hobby robotics field is following the strong example of our founding publications.

Our uncompromising commitment to ourselves and to you is to present your products in magazines that consistently employ the following elements:

Originality in design—Engaging and informative editorial content that reaches out to beginners and expert hobbyists alike—Family friendly content and presentation that respects our young readers and the parents and teachers who support their development in the hobby—High quality paper that compliments your product message—Dramatic photography—Aggressive and innovative circulation development—Marketing strategies that reach outside the traditional hobby market to broaden mainstream awareness of RC hobbies and your product message

We are thrilled to recognize the success of our unique and original approach to RC magazine publishing and we appreciate the many expressions of support and encouragement we have received from you, our industry partners.

With this in mind, we are disappointed by a major competitor's recent decision to copy a key cover design element of RC DRIVER. It seems our unique approach has resonated with an even greater audience than we imagined! As gratifying as this unexpected vote of confidence in our presentation is, we feel a certain amount of frustration on our own behalf as well as on yours. Imitation is said to be the best form of flattery but, unfortunately, in this case we feel it does a disservice to our consumers and ultimately to you. I've attached some photos with this letter to illustrate this concern.

We feel it is each publisher's obligation to take the effort to present the consumer with a unique looking product rather than create a newsstand environment that confuses the consumer and makes the RC hobby segment look less rich and varied than it is. When one publication's brand identity so closely resembles another, consumers may purchase only one publication when they might have purchased both. **Your advertising pages and product reviews, if they appear in each magazine, may well receive less visibility if the reader only purchases one of the two seemingly similar magazines offered at the newsstand!**

To be blunt about it, we never did feel that a copy-cat product could serve the RC industry as well as something fresh and new and vibrant. If we did, we wouldn't have created Maplegate Media Group in the first place.

Like you, we're investing our energy and resources in inspiring and serving creative hobbyists. In our case, with our unique and now proven approach to magazine publishing. We still feel that the hobby magazine marketplace is big enough for everyone to do their own thing with creativity and enthusiasm and that this is what best serves the reader and ultimately, you, our industry partners.

Thank you again for your support and for taking the time to consider the thoughts I've expressed above.

Sincerely,
Sharon Warner
President and CEO

650 Danbury Road, Ridgefield, CT 06877 • Phone 203.431.7787 • Fax 203.438.0720