

FOR IMMEDIATE RELEASE

Contact: Jim Fitzpatrick,
San Diego Magazine
(619) 977-3835

Milt Jones,
Desert Publications, Inc.
(760) 325-2333

San Diego Magazine Sold To Veteran City Magazine Publishers

Assets of leading luxury retail title acquired
by Jim Fitzpatrick, Milt and Frank Jones

San Diego, Calif., (April 23, 2010) – James L. Fitzpatrick, former president/CEO and publisher of *San Diego Magazine*, and Milt and Frank Jones, owners of Palm Springs, Calif.,-based Desert Publications, Inc., which include regional titles throughout the Western U.S., today announced an agreement to acquire the assets of the San Diego Magazine Publishing Co., owners of the *San Diego Magazine* and publishers of a series of custom-publishing titles.

Jim Fitzpatrick and Milt and Frank Jones have long been involved in the city and regional magazine publishing industry – among other media enterprises – and have provided leadership to the City and Regional Magazine Association (CRMA), based in Los Angeles. Their collective success includes profitable city and luxury titles, as well as regional custom publishing projects. Jim Fitzpatrick and Milt Jones have been past recipients of CRMA's Lifetime Achievement Award, sponsored by longtime CRMA partner, RR Donnelley, global leader in integrated digital and publishing solutions.

"We will continue to strengthen our position as the established 'must-read' for residents and visitors of San Diego," said Fitzpatrick, who sold San Diego Magazine to CurtCo Media in 2005, and will head publishing operations for San Diego Magazine LLC.

"As the leading monthly publication in San Diego for 62 years, together with Desert Publications, we will be able to expand the strength of the brand and emerging digital media to provide value to both our readers and advertisers," Fitzpatrick said.

"We feel very comfortable placing *San Diego Magazine* in Jim Fitzpatrick's very capable hands," said Bill Curtis, CEO of CurtCo Media.

De Silva+Phillips represented the sellers in the transactions. No financial terms were released.

Desert Publications, Inc. publishes *Palm Springs Life*, *Desert Guide*, *Pebble Beach: The Magazine*; *Newport Beach Visitor's Guide*; *Houston Visitor's Guide* and a variety of custom publications and annual hardbound, in-room *GuestLife* publications in Monterey Bay, Calif., New Mexico, Houston and El Paso, Texas; and Vancouver, British Columbia.

#

042310