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MEDIA ALERT

ATTENTION NEWS AND ASSIGNMENT EDITORS

INTERNET SURFERS CAN CELEBRATE THE GROUP B2K AND WIN PRIZES WITH AN ONLINE TRIVIA CONTEST

In time for the release of the movie "You Got Served" and timed with the break up of the group, S2S website visitors get to test their knowledge and win prizes

New York, NY, February 2004—*Sister 2 Sister (S2S)* Magazine is sponsoring a new contest entitled "B2K You Got Served Trivia Challenge" where website visitors can test their knowledge about the newly broken up boy-group. Beginning February 6 and running through February 24, 2004, the contest will daily award one prize pack consisting of B2K's newest CD ROM, *You Got Served*, and a B2K 2004 collector's calendar.

The trivia contest underscores *Sister 2 Sister's* 24-page feature in the March issue on B2K's recent managerial shake-up where each and member tells their side and their former manager Chris Stokes fires back about what they say really happened. Also included, feedback from B2K fans on how this will influence the future of B2K and impact them.

To enter the contest, visit the magazine's website at www.s2smagazine.com and complete the form in the "B2K You Got Served" trivia contest pop-up window.

For insights, reactions and opinions from S2S staff on the latest **about the break-up of B2K** contact Michelle Starr at 469/948-0119.

Editor's Note: Electronic art files are available upon request.

Sister 2 Sister (S2S) is the most trusted audited entertainment and lifestyle magazine for African American women. It has been in existence for 15 years and is wholly owned by Jamie Foster Brown, "The Barbara Walters of Print," who built her career in the entertainment industry. Since its modest beginnings as a newsletter for women in the entertainment industry back in 1988, the magazine has developed into one of the most powerful and respected voices in entertainment, focusing on Black celebrity news. Currently distributed in the U.S. and abroad, S2S has achieved phenomenal growth, nearly quadrupling circulation in the last five years. For more information on Sister 2 Sister, log on to <http://www.s2smagazine.com>. Sister 2 Sister's Internet Poll is informal and non-scientific, but feedback is immediate and reliable and a great gauge on what S2S reader's, who are predominately female, think.

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