



WHAT'S ON Atlantic City

PRESS RELEASE

For immediate release
Thursday, April 3, 2008

Introducing A New Magazine To The Shore... *What's On, The Atlantic City Guide*

Get ready, Atlantic City! There's a brand new magazine in town—one that's about to take the Boardwalk and surrounding areas by storm.

What's On, The Atlantic City Guide will debut this month as the ultimate resource for visitors with the most comprehensive, up-to-date information about the city available. This new publication is the first of its kind for the area. It's a full-size, four-color, perfect-bound magazine with more than 80 pages.

Packed with useful listings, each issue of *What's On, The Atlantic City Guide* will contain relevant stories on entertainment, dining, shopping, regional beach towns and local personalities. In addition, there will be plenty of beautiful photography, as the magazine intends to showcase the energy and spirit of Atlantic City.

The publisher of *What's On, The Atlantic City Guide* is Jenny Holaday. She is excited to be at the helm of what she believes to be the city's definitive regional magazine—the one that best encapsulates what makes Atlantic City the unique destination that it is.

"*What's On, The Atlantic City Guide* is really taking off," said Holaday. "We're excited to serve this area and to provide visitors with a resource they'll enjoy and can rely on. Plus, it will be a wonderful marketing tool for area businesses who can now reach the people most interested in all the wonderful things they have to offer."

The premier issue of *What's On, The Atlantic City Guide* will be available April 3. It features and is being launched at the city's 25th annual Restaurant Gala. Published biweekly, *What's On, The Atlantic City Guide* will have a circulation of 75,000 copies. Most of the city's resorts are even providing the magazine in-room to their guests.

What's On, The Atlantic City Guide is being published by Kellogg Media Group (KMG), a leading media company focused on serving the travel, leisure and hospitality sector at the local and regional level. KMG is best known for producing *What's On, The Las Vegas Guide*, the popular magazine for Las Vegas visitors that has a 54-year history. This is the company's first out-of-market publication.

"With our multi-media publishing expertise as well as our knowledge of local markets, one of our goals is to bring new high-quality media properties to the marketplace," said David Peeler, chairman, president and CEO of KMG.

To learn more about *What's On, The Atlantic City Guide*, contact Leah Koza at 702-891-0068 or lkoza@whats-on.com.

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About Kellogg Media Group

Kellogg Media Group (KMG) publishes *What's On, The Las Vegas Guide*, a well-respected travel and entertainment magazine for Las Vegas visitors. In publication since 1954, it has an ABC-audited circulation of 205,000 copies for each biweekly issue. KMG also publishes *Clubplanet Las Vegas*, a hot Las Vegas nightlife magazine, and the website whats-on.com for Las Vegas-bound visitors. In addition, the company recently launched an SMS/text messaging publishing program.