

SUCCESS

What Achievers Read

For Immediate Release

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**New Owners Promise to Deliver *SUCCESS*
Iconic Magazine Announces New Editorial Direction**

~ Industry Veteran Darren Hardy Selected to Helm the Publication ~

DALLAS— Targeting the red-hot \$11 billion personal-development industry, *SUCCESS* Magazine will relaunch in March 2008 with a new owner and publishing team.

VideoPlus, L.P., which acquired the rights to the title earlier this year, has named Darren Hardy publisher and editorial director. The new editorial direction marks a return to the magazine's early publishing roots, providing entrepreneurs and small businesses with the tools and information they need to achieve their goals, dreams and ambitions.

Launched in 1891 by Orison Swett Marden as a personal-development magazine, *SUCCESS* has been informing and inspiring achievers for more than a century. Through the years, the publication has been led by several renowned personal-development authors and editors, including Napoleon Hill, W. Clement Stone and Og Mandino. The publication's previous incarnation went head-to-head with general-interest business magazines at a time when the entire industry was retreating.

Under its new owners, *SUCCESS* will draw on a strong heritage and foothold in the personal-development industry. VideoPlus is the industry leader providing sales tools, magazines, videos and conferences to the direct selling industry.

“Thanks to champions like Oprah Winfrey and others, the personal-development industry has experienced massive growth during the last several years,” said Stuart Johnson, VideoPlus president and CEO. “Today, there are entire aisles in the book stores devoted to self-motivational titles, but there is no magazine exclusively devoted to the topic. *SUCCESS* will fill the void, providing readers with compelling editorial content and tools that give them a competitive advantage in achieving their personal and professional goals.”

Johnson selected Hardy to lead the *SUCCESS* magazine publishing team because of “his proven leadership and experience in interactive media and the personal-development industry.”

“*SUCCESS* drifted off its core-value proposition the last decade or so,” Hardy said. “We intend to make *SUCCESS* the foremost trusted resource for new ideas, resources and inspiration for today’s striving entrepreneurs and small-business owners. With the expertise, brain trust and client base that VideoPlus enjoys in the personal-development industry, we are confident that we will be successful with the new *SUCCESS* magazine.”

Hardy brings top management skills and editorial vision to the magazine. Before joining *SUCCESS*, Hardy held executive positions at two personal-development-based television networks: He lead an affiliate of The People’s Network; and was President of TSTN.com, The Success Training Network (no affiliation with *SUCCESS* magazine). Hardy has been the President/CEO or private-equity investor in several other multimedia companies.

Hitting newsstands March 4, 2008, *SUCCESS* will retail for \$5.95. It will be published bimonthly, with an interim rate base of 100,000. Targeting well-educated professionals between 30 and 55, *SUCCESS* aims to make consumers more successful by providing personal-development content from well-respected names in the industry as well as leading CEOs and entrepreneurs who exemplify success through personal-development principles. Editorial feature sections will include Business, Relationships, Wealth, Well-Being and Making a Difference.

About *SUCCESS* magazine

SUCCESS, published bimonthly, is designed specifically to serve the growing entrepreneur, home-based and small-business markets. *SUCCESS* features personal development thought leaders, CEOs, entrepreneurs and other achievers with practical advice, ideas, tips and training on leadership, goal setting, time management, selling, motivation and much more. All in one beautifully designed, easy-to-read magazine. www.SUCCESSmagazine.com

About Video Plus

VideoPlus, L.P., in Lake Dallas, Texas, a Dallas suburb, is a vertically integrated media and marketing communications company founded in 1987 by Stuart Johnson. It provides innovative, turn-key, concept-to-completion solutions for small- and large-business growth. Internationally recognized clients rely on its customized video, audio and print products to increase customer acquisition and revenue. VideoPlus, L.P., creates, produces, masters and replicates CDs, DVDs and DualDiscs and on-site full-color printing services. Its magazine division publishes several national newsstand magazines, including *Success from Home* and *Empowering Women*. Internationally, VideoPlus, L.P., delivers products in more than 15 languages in countries around the world and has a sales office in the United Kingdom and a distribution facility in Poland. www.VideoPlus.com

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