

SUCCESS

What Achievers Read

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CONTACT:

Rachel Levy Konik
212.255.8455 ext. 235
RachelK@rosengrouppr.com

***SUCCESS* Assembles National Advertising Sales Team Of Seasoned Advertising Pros**

DALLAS, TX (December 3, 2007)—*SUCCESS*, the preeminent personal development magazine, has hired the services of Phil Ganz, principal of The Ganz Company, to oversee its national advertising sales team. Published by VideoPlus, L.P., *SUCCESS* will relaunch in March 2008, with a new editorial mission: 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.

“Our background and experience are ideally suited for managing advertising sales for *SUCCESS*, and we look forward to a successful partnership with VideoPlus for years to come,” noted Ganz. “The timing is perfect for a magazine whose primary focus is personal development.”

Founded in 1984 and based out of Dallas, The Ganz Company has handled advertising sales for a prestigious list of magazines including *American Heritage*, *American Legacy*, *Trader Monthly*, *Kiplinger’s Personal Finance*, *Family Circle*, *McCall’s* and *Travel Holiday*. In addition, Ganz was involved in the launch of *Elle*, *Martha Stewart Living* and *Health* magazines.

Ganz will oversee a team of advertising sales representatives in key markets around the country. Companies and territories include:

- Joe Donnelly of Briggs, Donnelly & Co., New York
- John Wagner of Wagner Noteman Media Group, Chicago
- Patrick Doyle of McGinley & Doyle Media, West Coast
- Bill Bentz of Bentz Media; Art Ellis of Ellis Marketing, both in Atlanta

“We specifically selected a sales team, each with a minimum of 15 years of industry experience,” said Ganz. “Their collective breadth of experience spans all the major advertising categories: technology, automotive, home office/business, and financial services. We are hitting the ground running.”

“This team of advertising sales professionals is among the best in the country, representing every key category and geographical area,” said *SUCCESS* Publisher Darren Hardy. “We look forward to working with Phil and his seasoned team.”

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. *SUCCESS* retails for \$5.95 and is distributed nationally with an initial rate base of 100,000.

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.

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